



North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Subcommittee of the Regional Stormwater Management Coordinating Committee

Wednesday, July 17, 2024

William Pitstick Conference Room, NCTCOG Offices

1. Welcome and Introductions.

UPDATE ITEMS

2. 2024 Doo the Right Thing Campaign.

NCTCOG will provide an update on the 2024 Doo the Right Thing campaign.

An update on the Doo the Right Thing summer contest and campaign was shared. The number of contest entries received this summer is significantly down in comparison to previous years. After looking into contest performance and adjusting posts during the contest entry period, staff believes this downturn in participation is largely due to changes on the Instagram platform. The Instagram platform requires links to now be shared in a bio instead of directly on posts. This shift in how a link to the Doo the Right Thing pledge and contest can be shared creates an extra barrier or impediment to participation in the contest. Staff will continue to look at how to adjust across different social media channels to try and bring back up engagement with the program.

In response to an inquiry about how long Doo the Right Thing program and contest has been around; staff shared how it started out as physical calendar contest and shifted to social media contest in more recent years due to a high investment of time to lay out the calendars when compared to decreasing requests for them.

The contest voting on submissions received will open on Monday, August 5th and close on Friday, August 30th. Members are encouraged to like, share, and repost Doo the Right Thing social media content or share the voting link directly with their residents.

3. 2024 North Texas Community Cleanup Challenge Update.

NCTCOG staff will provide an update on the 2024 North Texas Community Cleanup Challenge and Mayors' Challenge.

Staff provided an update on the status of the North Texas Community Cleanup Challenge (NTCCC). A total of 9 communities signed up to participate for 2024. The participants include the cities of: Burleson, Carrollton, Dallas, Fort Worth, Frisco, Garland, Grand Prairie, Mansfield, and Plano. There were 2 cities who took the additional step to participate in the Mayors' Challenge, the cities of Burleson and Mansfield. NCTCOG staff are in the midst of calculating the results to be posted on the leaderboard. The wrap-up report and an accompanying infographic are under development and will be shared in the coming weeks along with the results of the 2024 NTCCC.

Looking ahead at 2025, NCTCOG is aware of changes to the reporting platform of the Texas Litter Database, which is shifting to Survey 123. The Texas Litter Database is utilized by participants of the NTCCC to report their cleanup data so NCTCOG staff will look into how this change potentially impacts the reporting of data for the NTCCC.

4. PETF FY24 Work Program Update.

NCTCOG will provide an update on the FY24 Work Program Special Project.

NCTCOG shared with members several challenges with completing the TEKS aligned educational videos geared towards elementary ages. Staff do not have the resources or expertise to develop the main character, Raindrop. In seeking outside bids to complete the videos, the proposals received are potentially cost prohibitive. Would like committee feedback on the cost to benefit for members and input how they

would like to proceed. Several options include altering the Raindrop character to be something else, halting work on the project, or other ideas proposed by the group.

Members suggested hosting an art or video contest for students like the Take Care of Texas contest run by TxDOT with a stipend of some type as the reward. DART runs an art contest and receives close to two hundred entries each year. Schools pick their top entries from students and send them on to DART to be included in the contest where the winners get their artwork published on trains. NCTCOG can look into hosting a student competition to work on the videos but would need to rely heavily on members to spread the word about the contest within their local community and school districts where they have established relationships with educators.

Another suggestion was to pivot the focus to pushing materials that are already on the website out to schools and educators, updating as needed. Members asked whether these videos will be TEKS aligned and if other PETF resources are TEKS aligned. The TEKS were realigned this year and teachers are looking for resources. Staff responded that the videos are intended to be TEKS aligned but other PETF resources currently are not. Staff will investigate adding a TEKS filter to the Educators Toolbox to help educators looking for relevant resources.

Members expressed interest in having an education and outreach show and tell opportunity to see what other members are doing and what they find successful. NCTCOG staff will look into adding this into the draft Work Plan for FY25 for the PETF Task Force.

DISCUSSION/ACTION ITEMS

5. **2025 March is Texas SmartScape Month.** NCTCOG will lead a discussion on campaign slogan ideas for the 2025 March is Texas SmartScape Month campaign.

An update on the status of the Texas SmartScape website was provided. Phase I of the website migration is nearly complete and is currently under a quality control review process. Website users will notice some changes to features on the website, namely the removal of the inactive blog and a separate plant sale calendar. Phase II of the migration will address the remaining functionality of the website such as the event calendar.

In response to a question about the removal of the plant sales calendar and impact to the sharing of native plant sales, staff explained that for several years the native plant sales had been posted to both the plant sale calendar and the main event calendar which was a duplication of time and effort. The recommendation was made to maintain just the event calendar and continue the practice of sharing native plant sales to the event calendar.

Members were asked to suggest ideas for the 2025 March is Texas SmartScape Month slogan. Slogans from recent years can be found on the presentation slides and emphasize native plants and pollinators. Feedback from members at the meeting was to continue the emphasis on native plants, drought tolerance, and pollinators. Members would also like to see other pollinators such as solitary bees be featured as they are overlooked in favor of Monarchs and other butterflies.

Slogan suggestions received at the meeting include: "These Roots Run Deep", "Bee Friendly, Use SmartScape", or revisiting a past slogan and pairing it with a fresh graphic.

6. **FY25 Work Program Discussion.** NCTCOG staff will share the results of the member needs survey and facilitate a discussion on the Fiscal Year 2025 Work Program.

Following up on a request by members to have a detailed discussion on the impacts of the draft Small MS4 Permit renewal and changed proposed therein, NCTCOG staff facilitated a discussion based on a survey has been shared with members. The survey will remain open until after the permit has been posted by TCEQ. The discussion centered around several questions pulled from the survey. Responses to the questions have been summarized below for purpose of consolidation.



North Central Texas Council of Governments

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

The changes to the permit didn't really affect the MCMs that DART is doing. However, DART anticipates tweaking the education program to industrial sites where they already have permits and posting things to DART buses and trains. Carrollton, like most, has a list of audiences they target and would like to keep things as they currently do them with different topics targeted throughout the year.

Other discussions centered around how different Phase IIs plan to do storm drain marking. Responses included looking at the feasibility of stencil and spray painting them and calculating out the costs of metal versus plastic options.

In preparation for the 2026 FIFA World Cup, several cities are looking ahead at how to address visitors and tourists to their city. They are interested in ideas on how to push messaging out to the public that will be visiting at the time and any NCTCOG information that can be utilized. NCTCOG staff sit on the FIFA Sustainability Committee and can help bring this topic into those efforts. To ensure the intent and needs of PETF members are met through this effort, feedback on what kind of messaging and support is needed such as signage or PSA.

Q: What activities are you planning to implement to address the Public Education and Outreach MCM? The Public Involvement/Participation MCM?

Carrollton expressed interest in learning what other local governments are doing to engage with the public on these MCMs and would be interested in an event for members to share their educational displays, photo catalogues of different display boards, and tips on what works best for them. NCTCOG staff will investigate the feasibility of hosting an event on this type in the coming fiscal year.

Members discussed the challenges from a county perspective as they currently don't do public involvement/participation. It has been a struggle for counties to come up with ways to engage on this MCM while not necessarily having the resources for implementation. A suggestion from the group was to utilize signage, with relevant information displayed, posted in the public right of way.

Q: Do any of NCTCOG's programs or resources need to be updated or modified to help address requirements in the DRAFT permit?

No feedback was given on NCTCOG programs and resources, however, members discussed working with AgriLife on public outreach and education classes and opportunities for outreach engagement through them. AgriLife has a lot of resources available on their website that members have found helpful, but the availability of extension agents depends on the individual according to the experiences of some PETF members. It was also suggested to look at TAMU Forest Service as they are always doing something. Texas Water Resources Institute has recently been doing more under AgriLife as well.

NCTCOG asked several questions about the Activity Reports provided to the Public Education Task Force. Questions included whether members have ever utilized the Activity Report for preparation of annual reports to TCEQ, and reasons why they either have or have not used them? Feedback given was that the reports are useful and utilized by both the Phase I and Phase II MS4s. Members use the committee meeting attendance, geographical website analytics, as well as the engagement with programs like Do the Right Thing listed out by community.

Q: Open discussion question on the Draft Small MS4 Permit renewal.

Members discussed the date when the permit is expected to be posted, with August 15th being the latest information shared by TCEQ. Will be given 6 months to submit application; permit start date is when notice is approved. There should be a much quicker process this year for approvals, but members shared questions around whether to continue work under their current permit and what the reporting periods will look like. TCEQ is expected to provide guidance on reporting including providing a template for the SWMP. For some, the biggest challenge is going to be getting a net account set up for their authorized representative for signature so that they can submit.

Members expressed interest in getting together after the permit comes out to collaboratively discuss with one another. NCTCOG staff will investigate facilitating a meeting and follow up with members. Members also asked for NCTCOG to watch for news of the SWMP template being released by TCEQ and notifying members of its availability as it will be a useful tool.

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

7. **Other Stormwater and NCTCOG Program Updates.** NCTCOG will update the PETF on items of interest, upcoming conferences and events, news, and resources of relevance.

To learn more and confirm specific meeting information, please visit the committee or program page for each of these programs.

- **Illicit Discharge Detection and Elimination,**
 - IDDE will meet jointly with the P2 Roundtable on November 6, 2024. More information will be posted closer to the meeting date.
 - **Stormwater Monitoring,**
 - NCTCOG is continuing to coordinate with TCEQ on the continuation of the program into a new monitoring term. A new term proposal has been submitted to TCEQ; NCTCOG is awaiting a response on a timeline for review.
 - **Total Maximum Daily Load, and**
 - A meeting on the State of the Greater Trinity River Region I-Plan will be held on August 6, 2024, on Microsoft Teams.
 - The Joint TMDL Stormwater & Wastewater Technical Subcommittee meeting will be held on August 14, 2024, via Microsoft Teams.
 - The Upper Trinity River Basin Coordinating Committee meeting will be held on August 20, 2024, via Microsoft Teams.
 - Projects under finalization include one-page Wastewater Education Flyers and General TMDL/Wastewater Stakeholder Slides.
 - **Wastewater and Treatment Education Roundtable.**
 - 2024 Holiday Grease Roundup is scheduled for November 18, 2024 through January 10, 2025. If interested in signing on your community, please reach out to Hannah Ordonez, hordonez@nctcog.org. The next WATER meeting will be on Thursday, July 18, 2024 via Microsoft Teams.
8. **Roundtable.** Members will share what is happening in their communities.

Frisco: Recently started a Stream Team program. Has been a good learning lesson; getting the training done in 4 hours has been difficult. There are three sites online and have put in a request for a fourth yesterday. Have had some success with lawn and leaf bags with yard waste messaging on them; after storms, citizens appreciated having something in their hands that they felt like they could clean up the yard. Wants to do Frisco's first stormwater week in November during the National Stormwater Week.

Carrollton: Likes when tables are in roundtable format for the meetings. Their biggest public education win recently was a storm drain art contest. People submitted designs and the winners painted them on storm drains. Gearing up for round 2 of the contest with 5 more inlets to be painted in the spring.

Burleson: Tarrant county and surrounding area are having a really bad year for West Nile so a lot of energy is going towards that. Recently had a spill at a low water crossing, technically didn't get into the water but reported to TCEQ anyway. Have done some public education stuff with TRWD. Worked with the Master Gardeners to do educational stuff with several classes being stormwater adjacent. Might need to do more events per year for household hazardous waste events; looking for suggestions on third-party that can help with the events, looking at other options to increase services.

TRA: Just finished a program with Fort Worth ISD. Students learned a lot; had them take macroinvertebrate samples and look at those within the wetland. Working on an animated series (water rangers) to discuss different topics about trinity river and water quality. Will be a mixture of short form



North Central Texas Council of Governments

videos and comic style animations. Also working on public education for a septic grant. Seeking feedback on promotional materials from the program for those in Joe pool watershed. Working with the COG on a litter grant. For public education they are going to be promoting TRA sponsorship. Candidate conservation agreement through Fish and Wildlife, public education on mussel species and turtle species. Going to be doing stormwater education soon once it's approved.

Texas A&M Forest Service: Need help teaching about trees and urban forestry; reach out to him if interested.

9. **Next Meeting Dates.** The next meeting is scheduled for Wednesday, October 16, 2024, at 9:30 a.m. Online via Microsoft Teams.

10. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Crysta Guzman at (817) 695-9107 or cguzman@nctcog.org. Thank you!

If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please call (817) 608-2363 or email Ashley Barnett, abarnett@nctcog.org, at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.



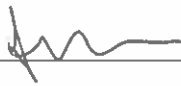

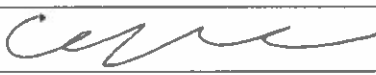

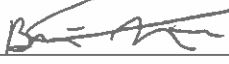



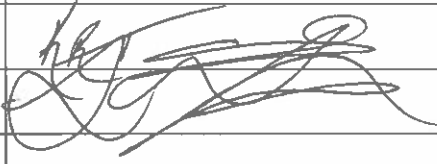
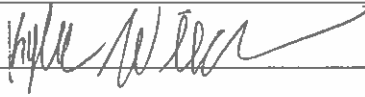
Stormwater Public Education Task Force
Wednesday, July 17, 2024
9:30 a.m., William Pitstick Conference Room



MEMBER SIGN IN SHEET

NAME	SIGNATURE	ORGANIZATION
Heather Berryman		City of Forth Worth
Lauren Betz		City of Cedar Hill
Paula Breysacher		City of Garland
Mitchell Carpenter		Tarrant County
Cody Cash		City of Irving
Jody Cason		City of Garland
Staci Cervini		City of Bedford
Shawn Cheairs		Town of Addison
Andrea Chick		City of Plano
Gail Copening		City of Richardson
Mayra Cordova-Garcia		Trinity River Authority
Emma Crotty		City of Southlake
Radwan Dalu		City of Dallas
Grace Darling		Green Arlington Foundation
Grayson Dean		City of Frisco
Robert Diaz		City of Farmers Branch
Lisa Duello		City of Burleson
Madisson Dunn		City of Southlake
Renee Esses		City of Coppell
Heather Firn		Trinity River Authority
Crystal Flannery-Bachicha		City of Frisco
Adam Gottlieb		NTTA
Kristie Halverson		City of Dallas
Jeff Haynes		DART

Kevin Hill		City of Dallas
Julian Holmes		City of Mansfield
James House		Town of Prosper
Sayaka Koga		City of Denton
Jason Longbine		City of Lewisville
Annie Mattia		City of McKinney
Teri McBride		City of Richardson
Andie McClure		City of Carrollton
Cheyenne Moore		City of Fort Worth
Maria Moreno		Tarrant County
Gregg Moss		City of Grapevine
Katie Myers		TRWD
William Nahas		City of Allen
Carlos Navarro		City of Dallas
Caleb Naylor		Trinity River Authority
Danea Newman		City of Richardson
Tuan Ngo		City of North Richland Hills
Brianna Nisi		City of McKinney
Megan Paliwoda		City of Fort Worth
Subha Pandey		Town of Flower Mound
Joshua Pauling		City of Hurst
Ted Pick		NTMWD
Chandani Rana		UT Dallas
Jennifer Rovezzi		City of Dallas
Carolyn Russell		City of Plano
Kofi Sam		NTTA (Atkins)
Stephanie Samczuk		City of Allen
Nicholas Salas		Tarrant County

Judy Schmidt		City of Dallas
Joshua Spencer		City of Dallas
Mitchell Talley		City of Mesquite
Kristen Tanz		City of Burleson
Lindsey Tashman		City of Mansfield
Melissa Walker		City of Arlington
Andrew Wallace		City of Dallas
Asciatu Whiteside		DFW Airport
Kylie Wieden		City of Grand Prairie
Michelle Wood-Ramirez		TRWD

