

PUBLIC EDUCATION TASK FORCE

Wednesday, October 16, 2024

9:30 am, Microsoft Teams



AGENDA

- 2025 March is SmartScape Month
- 2024 Doo the Right Thing Campaign
- 2024 North Texas Community Cleanup Challenge
- PETF Activity Reports
- Work Program Update
- Other NCTCOG Programs and Updates
- Conferences & Events
- News & Resources
- Roundtable
- Next Meeting Dates

TEXAS SMARTSCAPE

2025 March is Texas SmartScape Slogan

These Roots Run Deep!

- Staff working on corresponding graphic and assets over coming months. Will be shared electronically.



TEXAS SMARTSCAPE

Texas SmartScape Website Update

- Phase 1 – completed
- Phase 2 – ongoing. Will address remaining functionality such as the Event Calendar



DOO THE RIGHT THING CAMPAIGN

2024 Doo the Right Thing Contest and Campaign Recap

- 33 Eligible Contest Entries
 - Challenges with social media traction, very low engagement this year
- Better engagement with voting – 74 votes
- Winners: Posted October 2024 – September 2025
- Follow @DooNorthTexas on Instagram and Facebook!
- Reminder – Starting FY25 will no longer post on X (formerly Twitter) due to low engagement



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

2024 Winners of North
Texas Community
Cleanup Challenge
and Mayor's Challenge

City of Burleson!



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

Now Available:

- [2024 Results Report](#) and [Infographic](#)
- Find all resources on the [program page](#).

Texas Litter Database has a new platform harnessing ArcGIS and Survey123. Updates and enhancement improve the reporting of data. Check it out here: www.texaslitter.org!



PETF ACTIVITY REPORTS

Activity Reports – captures the activities and metrics of PETF campaigns, initiatives, and associated websites. Free resource for cost-share members to aid in preparing annual reports.

Reporting periods:

- August 13, 2023 to August 12, 2024 – in progress
- October 1, 2023 to September 30, 2024
- December 13, 2023 to December 12, 2024
- January 1, 2024 to December 31, 2024
- January 24, 2024 to January 23, 2025

Update: Experiencing some delays due to changes in Google Analytics



FY24 WORK PROGRAM UPDATE

- Special Project: Videos for students and supplemental resources for teachers
- Internally seeking partners and resources to help with video production challenges



FY25 WORK PROGRAM

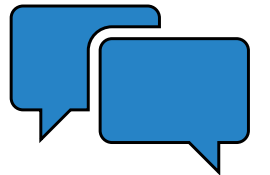
Discussion on FY25 Work Program tasks:

- 1) Coordinating with IDDE Roundtable on updates to the Yard Waste brochures for Homeowners and Landscape Companies.
- 2) Coordinating with IDDE Roundtable on development of “checkbox” style doorhangers for residential enforcement and education.
- 3) Hosting “Show and Tell” event for members to share public education/outreach presentations for students and/or the public, along with favorite outreach and giveaway items.

FY25 WORK PROGRAM

Discussion on updates to the Yard Waste brochures for Homeowners and Landscape Maintenance Companies.

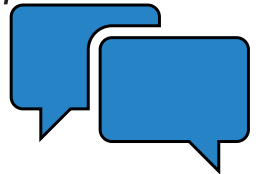
- Current brochures for [Homeowners](#) and [Landscape Maintenance Companies](#) are on the [Yard Waste](#) program page in both English and Spanish.
- Discuss updates to text and/or graphics



FY25 WORK PROGRAM

Discussion on “checkbox” style doorhangers for residential enforcement and education.

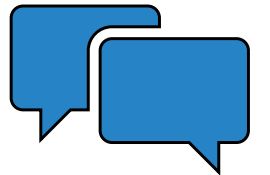
- Suggestions on content issues/topics?
 - E.g. Stagnant Pool, Improper Pool Draining, Stagnant Water, Pet Waste
- Design considerations: Allow space for filling in department contact information, date/time, address, comments for homeowner?



FY25 WORK PROGRAM

Discussion on “Show and Tell” event for members to share their public education and outreach presentations for students and/or the public along with favorite outreach and giveaway items.

Format: virtual vs. in-person, volunteer presentations vs. roundtable, hands on exhibits vs. slide show?



OTHER COG PROGRAMS AND UPDATES



REQUESTS FOR REGIONAL RESOURCES

- NCTCOG received a request from the Blue-Green Infrastructure Network (BeGIN) for assistance designing/creating watershed signage that are regionally coherent
- PETF member request for resources to address visitors and the public during the 2026 FIFA World Cup. Ideas include:
 - Watershed signage
 - Storm drain markers
 - Public Service Announcements
 - Others?



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 submitted the new term proposal in January 2024 and comments are expected from TCEQ in November.



TMDL UPDATE

- **New Project Deliverables Available:**
 - [One-Page Wastewater Educational Flyers](#)
 - [General TMDL/SSO Stakeholder Slides](#)
- **TMDL Roster Survey – Now Open**
 - The NCTCOG TMDL Program is updating rosters for inclusion in a revision to the TMDL Implementation Plan.
 - This survey will close on October 25, 2024, and will only take 1-2 minutes to complete.
 - Survey Link Here: <https://www.surveymonkey.com/r/ZQJWMPD>





**Wastewater
And
Treatment
Education
Roundtable**

WATER UPDATE

- 2024 and 11th Annual Holiday Grease Roundup scheduled for November 18, 2024, through January 10, 2025
- Upcoming WATER meeting:
 - October 17, 2024 at 10:00 AM at the Plano Environmental Education Center; followed by Networking & Discussion Brown Bag Lunch & Learn
- WATER Point of Contact:
 - Hannah Ordonez at hordonez@nctcog.org

FREE TCEQ STORMWATER EVENTS/RESOURCES

Free TCEQ Phase II Municipal Separate Storm Sewer System (MS4) Renewal Events

In-person workshop:

- Date: Tuesday, October 29th
- Time: 8:30 am – 3:45 pm
- Location:

Tarrant County College NE
NTSU (Student Union Building)
Center Corner Room #1615-C
828 W. Hardwood Rd.
Hurst, TX, 76054

Webinar:

- Date: Tuesday, November 12th
- Time: 1:00 – 5:00 pm
- Via: Microsoft Teams Live

Registration Link: [MS4 Webinar Registration Form](#)



FREE TCEQ STORMWATER EVENTS/RESOURCES

Other TCEQ Resources:

- [Stormwater Management Program Template](#) for Phase II - Level 1 and 2 MS4s
- Recording: [Texas Net MS4 Training](#) by EPA
- Additional Information: [Assistance Tools for Municipal Separate Storm Sewer Systems \(MS4s\)](#)



CONFERENCES & EVENTS

- [2024 Texas Native Plant Week](#), October 20-26
- [Environmental Education Measuring Impacts Workshop](#), October 22, Dallas
- [Texan by Nature Conservation Summit](#), October 23, Dallas with Hybrid Option
- Stormwater Pollution Prevention Practices During Construction for Plan Reviewers ([Nov. 12](#)) and Field Inspectors ([Nov. 13](#)), NCTCOG Offices



CONFERENCES & EVENTS

- Save-the-Date: [Texas Riparian & Stream Ecosystem Workshop](#) – Richland-Chambers Watershed, November 13
- [North Texas Regional Water Conservation Symposium](#), November 14, 2024, Coppell
- Save-the-Date: [2025 Urban Riparian Symposium](#), February 19-21, 2025, Waco
- [2025 Texas Water Conference](#), March 18-21, 2025, Houston



NEWS & RESOURCES

- Water is Awesome Campaign: [Texas Yard Makeover – Weekend Edition](#)
- [Take Care of Texas Video Contest](#) (grades 6-12)
 - Contest opened September 9th and closes December 6th
- [President's Environmental Youth Award](#)
 - Two award categories: Grades K-5 and Grades 6-12
 - Applications open in the fall





Join the new North Central Texas Reuse Marketplace

Post surplus workplace assets – think furniture, fixtures, equipment, machinery, and building materials – to sell or donate to other organizations in your area!

- ✓ Partnership between NCTCOG and Rheaply
- ✓ Creating a community for businesses to buy and sell locally, redirecting valuable resources away from the landfill
- ✓ Turn waste into revenue, reduce your business's carbon footprint!

For more information, contact E&D Planner, Alexa Gilbert (agilbert@nctcog.org).

This project was funded in cooperation with the North Central Texas Council of Governments and the Texas Commission on Environmental Quality.

ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



NEXT MEETING DATES

RSWMCC:

- November 12, 2024, NCTCOG Offices

PETF:

- January 22, 2025, TBD

P2/IDDE Joint Roundtable:

- November 6, 2024, NCTCOG Offices

iSWM:

- January 29, 2024, Virtual via Microsoft Teams



CONTACT

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CONNECT



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