



## North Central Texas Council of Governments

# SUMMARY

### Public Education Task Force

Wednesday, July 17, 2019

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 contest entry period of May 1, 2019 to June 30, 2019, NCTCOG received 179 pledges and photo entries. Of these, 160 were eligible entries from 31 cities across the region. NCTCOG has reviewed the entries and compiled them into a web-based survey for public voting. The public voting period will open on July 22, 2019, and run through August 16, 2019. For those interested in utilizing the resource, a social media toolkit for the voting period has been put on the website [here](#). The toolkit includes images and suggested posts for different social media platforms. The NCTCOG staff will promote the voting period of the campaign on social media and these posts can be liked and shared by others.

### 3. **SmartScape.** NCTCOG staff to ask the group if anyone is interested in hosting Fall Plant Sales and how to best support that effort. NCTCOG staff will also kick-off a discussion on the 2020 *March is Texas SmartScape Month* slogan.

Currently, four fall plant sales have been identified that are happening around the region. NCTCOG staff requested that any additional fall plant sales that are identified by cities or agencies be submitted so they can be added to the Plant Sale calendar on the SmartScape website. Members were also encouraged to promote the Texas Native Plant Week that will occur October 20<sup>th</sup> – 26<sup>th</sup>.

A discussion on the 2020 slogan for the *March is Texas SmartScape Month* campaign was kicked off by reviewing past campaign slogans and suggested slogans for the coming year. Suggested slogans are: *Native. Adaptive. Attractive.*; *Planting for All Seasons*; *Smart Plants for Texas*; and *Plant Texas Smart*. Immediate group feedback was a positive response to *Native. Adaptive. Attractive*. The *Plant Texas Smart* slogan was also well received and suggested as being incorporated into the permanent SmartScape campaign materials. NCTCOG staff will send a survey to group members to vote on the suggested slogans and then provide additional suggestions. The top suggested slogans, and all group provided slogans, will then be sent back out via a survey to vote for the final slogan for 2020. The timeline to have a slogan selected is by October 1<sup>st</sup> with draft corresponding graphics and visuals ready by the October 17<sup>th</sup> meeting for group feedback. Suggested feedback will be incorporated into the final design scheduled to be ready by mid-December. Corresponding support materials, such as the newsletter template, will also be ready by mid-December.

4. **FY19 Work Project Update.** NCTCOG staff will update the group on the status of this project.

NCTCOG has a vendor under contract to produce educational videos for the PETF group, the Regional Codes Coordination Committee, and the Wastewater and Treatment Education Roundtable. The contract states that all videos will be produced by October 1<sup>st</sup>, 2019, so there is a compressed timeline to complete all phases of video production. The Litter video is the first video slated to be produced followed by Yard & Lawn Care and then Pool Care. A storyboard for each video will be presented to the group for feedback before going into video production. A draft version of the video will be shared for feedback before going into final production. Due to the compressed timeline to complete all videos, feedback will need to be coordinated via email and surveys with short turnaround times.

5. **FY20 Work Project.** NCTCOG staff will lead a discussion to brainstorm ideas and direction for the new fiscal year Work Program focusing on plastic pollution.

The Work Program for FY2020 that was selected through online voting by the group will focus on reducing plastic pollution (floatables) in water bodies that are picked up by stormwater or the wind. This effort will also focus on educational messaging around consumption habits to help reduce the amount of single use plastic waste and pollution that is generated. The Litter education video that is under development for the FY19 Work Program can be a supportive piece of the efforts. Since a measurable result of plastic litter reduction and a reduction of consumption of single use plastics would be difficult to quantify, efforts will be focused on educational outreach, clean-up events, challenges, and forming partnerships. Hashtags can be utilized to generate interest from residents and provide a way of tracking clean-up events. Educational and informational resources to support these efforts exist at the websites for [Time to Recycle](#), [Skip the Straw](#), [Plastic Pollution Coalition](#), and [Plastic Free July](#). Ideas suggested by the group were to start a Two-minute Park Pick-up campaign, hold a “Trash Mob” clean-up as a spin on flash mobs, and to promote “plogging”.

6. **Trash Free Texas.** A brief update on the Trash Free Texas website and program will be given.

The website for [Trash Free Texas](#) is a place for centralized mapping of all of Texas’ watersheds and any litter and/or trash removal activities such as Adopt-a-Spot. The ultimate goal is to compile a comprehensive collection of datapoints. Clean-up programs that are supported through this site include: Adopt-a-Spot, Adopt-a-Highway/Road, Adopt-a-Park/Trail, and Adopt-a-Drain. Ways that PETF members can support these activities would be to become a financial supporter, a volunteer with a clean-up group, a data coordinator, or a local community partner. Coordinators collect information from all “adopt-a” programs and partners in their area to provide public, real-time data on which sites have been adopted. This enables Trash Free Texas to identify and connect volunteers with locations that need to be adopted. Partners have a more expanded role. They provide feedback on the website, mapping interface and other tools as the program expands. They share Trash Free Texas information with volunteers and local community stakeholders and submit and track adoptable sites amongst other things. This resource has the potential to be helpful with community outreach and education efforts required by stormwater permits.

## **OTHER BUSINESS AND ROUNDTABLE DISCUSSION**

7. **Other NCTCOG program updates.** NCTCOG staff will share recent and upcoming activities of the TMDL and Wastewater and Treatment Education Roundtable programs.

The TMDL program is holding a free Septic System Basic Maintenance for Homeowners workshop in Burleson on July 25, 2019. On August 13, 2019, a Feral Hog Forum will be held at the NCTCOG offices. A sign-up for both events can be found on the [Events](#) webpage. The Upper Trinity River Basin Coordination Committee will meet on September 23, 2019, in the Tejas Conference Room. They bring together TCEQ, water authorities, and WPP entities. The Wastewater and Treatment Education Roundtable (WATER) group may be of interest to some PETF members. They are now



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accepting Commitment Forms via a new online interface. Their next meeting is scheduled for September 4, 2019, in the Tejas Conference Room if interested in joining.

8. **Conferences & Events.** NCTCOG staff will share regional and statewide conferences and events.

The EPA Region 6 Stormwater Conference is scheduled for July 28 – August 1, 2019 in Denton. The Future Cities Livable Futures Conference will be held at the UTA campus on August 16, 2019. The Texas Plastic Pollution Symposium is a free, one-day event that will be held in Houston on October 29, 2019. On November 7, 2019, the North Texas Regional Water Conservation Symposium will be held in Arlington. DCCCD has scheduled their annual Sustainability Summit on November 8, 2019, at their Eastfield campus in Mesquite.

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

**Sean Aucoin, City of Frisco.** A restructuring of their division and programs will result in bringing the Parks and Rec Department under the same umbrella. The newly restructured division will be called Natural Resources. No big events currently scheduled.

**Melissa Walker, City of Arlington.** Working on a quarterly email news bulletin for construction activities and stormwater construction BMPs. Will be sent out to contractors and businesses with construction activities in Arlington. Conducting ongoing CRS education and floodplain education meetings. Holding a Home Ownership Fair on August 10<sup>th</sup> and will be there promoting Fix-A-Leak. Will also have educational booths for homeowners on floodplain and stormwater pollution topics.

**Ashley Carlisle, City of Southlake.** Recently submitted their Stormwater Management Plan to TCEQ. Trying to revamp the Keep Southlake Beautiful and Adopt-a-Street programs which were formerly under the oversight of the Parks and Rec department and run by a non-profit. Will be holding their first clean-up event this fall.

**Aaron Hoff, TRA:** The new augmented reality (AR) sandbox is about 90% done. Will do a road show of demonstrations around the region, at the end of August, for those that are interested in learning more or seeing it in action. Please reach out to Aaron if interested in hosting a demonstration. TRA is hoping that schools and cities will be interested in utilizing the AR sandbox as it will be a more portable watershed demonstration than the trailers. A curriculum is currently under development to go along with the AR sandbox demonstration. TRA has started a strategic plan which affects the public facing side of the agency. This strategic plan and reorganization will result in certain programs being more visible.

**Brent Redd, City of Irving.** Currently under a permit review with TCEQ, which is due back by August 6, 2019.

**James House, Town of Prosper.** The city has an Enviroscape watershed model that has been shown to two of the three middle schools in Prosper - targeting students in the 6<sup>th</sup> and 7<sup>th</sup> grades. With a prize wheel and giveaways on order, he will soon be able to do more outreach events. Having only been with Prosper for one year, he has been working on building the stormwater program from the ground up. He requested NCTCOG provide him with a presentation and/or information on the benefits of the Stormwater program and PETF to present to city leadership in order to get their buy-in and support for participating in the program.

**Addison:** Due to the large number of summer events hosted by the city, currently only doing standard outreach education at the events right now.

**Paula Breysacher, City of Garland.** Have been focused on messaging around pet poop and stormwater pollution education because of the higher bacteria levels right now. Have developed a pet poop toss game similar to corn hole or bean bag toss for outreach events. Prefers using the game, along with posters and other interactive items, rather than a prize wheel to encourage interactive participation. Will be attending the North American Association for Environmental Education (NAAEE) annual conference in Lexington, Kentucky on October 16 – 19, 2019. This conference is historically very well attended and provides a robust program. Touches on different aspects of environmental education with lots of inspiration to take back to local communities.

**Lissa Shepard, Dallas County.** Stormwater Management Plan was submitted yesterday to TCEQ. Would be interested in seeing the City of Arlington's floodplain education materials as there is interest in Dallas having similar educational material.

**Carolyn Russell, City of Plano.** As their department is also charged with vector control, they are currently working all things vector and mosquitos. This has been the biggest focus this summer and have utilized social media as an outreach platform.

**Tuan Ngo, City of North Richland Hills:** Submitted stormwater permit application last week. Now focused on holding a large event on September 20<sup>th</sup>.

10. **Next Meeting Date.** The next meeting is scheduled for Wednesday, October 16, 2019, at 9:30 a.m. in the Tejas Conference Room.

11. **Adjournment.**

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

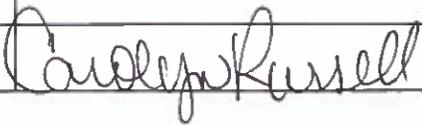
If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please contact Barbara Bradford at (817) 695-9231 or [bbradford@nctcog.org](mailto:bbradford@nctcog.org) at least 72 hours in advance of the meeting. Reasonable accommodations will be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

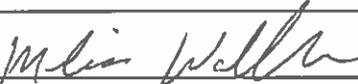
**Stormwater Public Education Task Force**  
**Wednesday, July 17, 2019**  
**9:30 a.m., Fourth Floor Large Meeting Room**



**MEMBER SIGN IN SHEET**

NAME	SIGNATURE	ORGANIZATION
Blake Alldredge		Upper Trinity Regional Water District
Sean Aucoin		City of Frisco
Paula Breysacher		City of Garland
Randy Bright		City of Colleyville
Ashley Carlisle		City of Southlake
Mitchell Carpenter		City of Burleson
Martha Cavazos Fipps		City of McKinney
Shawn Cheairs		Town of Addison
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
Becca Grassl-Petersen		Tarrant County
Perry Harts		City of Frisco
Tony Hartzel		Texas Department of Transportation
Duane Hengst		City of Hurst
Aaron Hoff		Trinity River Authority
Tracy Hollis		Waters to the Sea
Tracy Homfeld		Collin County

<b>Marty Hott</b>		<b>City of Fort Worth</b>
<b>Fouad Jaber</b>		<b>Texas A&amp;M University</b>
<b>Gregg Kidd</b>		<b>City of Cedar Hill</b>
<b>Tisha Lane</b>		<b>City of Richardson Health Dept.</b>
<b>Jerry Laverty</b>		<b>City of Bedford</b>
<b>Jodie Ledat</b>		<b>City of University Park</b>
<b>Katie Masucci</b>		<b>City of Plano</b>
<b>Amitis Meshkani</b>		<b>NTTA</b>
<b>Samonia Mosley</b>		<b>City of Dallas</b>
<b>Gregg Moss</b>		<b>City of Grapevine</b>
<b>William Nahas</b>		<b>City of Allen</b>
<b>Kevin Neal</b>		<b>City of Fort Worth</b>
<b>Amber Nelson</b>		<b>City of Irving</b>
<b>Tuan Ngo</b>		<b>City of North Richland Hills</b>
<b>Christina Osterlund</b>		<b>City of Fort Worth</b>
<b>Abby Owens</b>		<b>City of Plano</b>
<b>Adam Parsons</b>		<b>City of Denton</b>
<b>Krista Pender</b>		<b>City of Carrollton</b>
<b>Laura Prater</b>		<b>City of Mansfield</b>
<b>Chandani Rana</b>		<b>City of Grand Prairie</b>
<b>Brent Redd</b>		<b>City of Irving</b>
<b>Lorrie Reeves</b>		<b>City of Carrollton</b>
<b>Echo Rexroad</b>		<b>City of Plano</b>
<b>Nedra Richard-Morgan</b>		<b>City of Dallas</b>
<b>Sherrie Rios</b>		<b>City of Dallas</b>
<b>Richard Ross</b>		<b>City of Euless</b>
<b>Carolyn Russell</b>		<b>City of Plano</b>

<b>Rebecca Sales</b>		<b>City of Mansfield</b>
<b>Marty Savage</b>		<b>City of Fort Worth</b>
<b>Mike Sferra</b>		<b>City of Wylie</b>
<b>Linda Sterne</b>		<b>City of Fort Worth</b>
<b>Jordan Strickler</b>		<b>City of Lewisville</b>
<b>Janice Tower</b>		<b>City of Richardson</b>
<b>Christi Upton</b>		<b>City of Denton</b>
<b>Joe Villa</b>		<b>City of Hurst</b>
<b>Duy Vu</b>		<b>City of Cedar Hill</b>
<b>Melissa Walker</b>		<b>City of Arlington</b>
<b>Tammy Walters</b>		<b>DFW Airport</b>
<b>Joyce Warren</b>		<b>City of Frisco</b>
<b>Mike Wilson</b>		<b>City of Garland</b>
<b>Michelle Wood-Ramirez</b>		<b>Tarrant Regional Water District</b>

