



North Central Texas Council of Governments

NOTES

Public Education Task Force

Subcommittee of the Regional Stormwater Management Coordinating Committee

Wednesday, October 16, 2024

[Microsoft Teams](#)

1. Welcome and Introductions.

UPDATE ITEMS

2. **2025 March is Texas SmartScape Month.** NCTCOG will reveal the slogan for the *2025 March is Texas SmartScape Month* campaign and provide an update on campaign graphics and support materials.

NCTCOG staff announced that the campaign slogan selected for the 2025 March is Texas SmartScape Month, based on member votes, is "These Roots Run Deep!". Staff have begun working on the corresponding graphics and additional assets. Once complete, they will be shared with members electronically.

The update to the event calendar on the Texas SmartScape website is ongoing and should be completed soon.

3. **2024 Doo the Right Thing Campaign.** NCTCOG will provide a recap of the *2024 Doo the Right Thing* campaign.

NCTCOG shared a recap of the 2024 Doo the Right Thing (DTRT) contest and campaign. Engagement with the DTRT campaign was particularly low this year due to challenges WITH gaining traction on social media platforms. The most notable challenge resulted from changes on the Instagram platform which removed the ability to share links directly in post captions. This change made the DTRT contest links more cumbersome to find on users of that platform. NCTCOG staff adjusted the campaign which helped improve campaign performance for the public voting period over the contest entry period. Staff also shared that due to consistently low engagement on the X platform (formerly Twitter) in recent years, the Doo the Right Thing program will no longer be shared in that space.

4. **2024 North Texas Community Cleanup Challenge.** NCTCOG will provide a recap of the 2024 North Texas Community Cleanup Challenge.

The City of Burleson was announced as the winner of the 2024 North Texas Community Cleanup Challenge (NTCCC) as well as the Mayors Challenge. Links for the [2024 NTCCC Results Report](#) and corresponding [Infographic](#) were shared for members to read.

NCTCOG staff also shared information on the newly re-launched [Texas Litter Database](#) platform and encouraged members to update any bookmarks they had saved for the website as the URL has changed for the new platform.

5. **PETF Activity Reports.** NCTCOG will provide an update on the status of PETF Activity Reports.

There has been a slight delay in capturing some of the data and information for the August 13, 2023, to August 12, 2024, PETF activity report due to changes on the Google Analytics platform. However, staff will complete this report soon. It will be shared electronically with members whose annual reporting period aligns with this activity report. Activity reports for the other reporting periods will begin shortly.

DISCUSSION

6. **Work Program Discussion.** NCTCOG will lead a discussion, and request input from members, on activities in the Work Program.

NCTCOG kicked off a discussion with members on items in the FY25 Work Program, outlining three main projects for the year.

The first special project discussed is a collaboration with the Illicit Discharge Detection and Elimination (IDDE) Roundtable on updates to the Yard Waste brochures for Homeowners and Landscape Maintenance Companies. Staff facilitated a discussion on what could be changed with the current brochures for both audiences. General feedback on the Homeowner brochure was that despite the content still being relevant, its appearance is dated and in need of a refresh. Mitchell Talley, City of Mesquite, suggested the end point be shown with lakes and clear outlets. Renee Esses, City of Coppell, suggested designing with the ability to personalize graphics by members in mind. She shared that the City of Coppell recently created a banner showing the connection between a house, stormdrain, and creek; explaining how that type of image would be helpful. Renee expressed that this imagery would be nice for those moving away from lawns and once again emphasized the benefit of flexibility with the design and images so members can further tailor to their needs. Other ideas expressed by members were to focus on the health of fish and habitat and to provide education on xeriscaping.

Members discussed strategies for collaborating with Homeowners Associations (HOAs) on yard waste. Feedback suggested by members was to create outreach materials acknowledging the use of the brown lawn and leaf paper bags for collecting yard waste instead of only sharing messaging to leave it on the lawn. Cities could encourage the HOAs to require their landscapers to use lawn and leaf bags, instead of blowing grass and leaves into the street or inlets. The bags could potentially be turned into an educational touchpoint for residents through messaging printed on the bags. Members could coordinate with Neighborhood Coordinators who directly work with HOA to share this information. Crystal Flannery, City of Frisco, shared how their city gives out the lawn and leaf bags with stormwater messaging printed on at community events to encourage bagging.

When discussing brochures for Landscaping Maintenance Companies, member feedback was that they look like those for the Homeowners and should have a separate or distinct look and messaging to them. Members also shared that brochures are now rarely used for outreach in favor of rack cards, which have more condensed content with less visuals, or magnets. A list of how to love your lawn with a list of best practices may be a good strategy for the messaging.

The second special project for the current fiscal year is for coordination with the IDDE Roundtable on the development of “checkbox” style doorhangers for residential enforcement and education. Members were asked for feedback on content that would be helpful on the doorhangers for residential enforcement. Julian Holmes, City of Mansfield, and several other members responded that adding improper pool draining would be a good addition to the example list provided. Lauren Betz, City of Cedar Hill, shared the topics included on their doorhangers covers the topics of household hazardous waste, pool discharges, yard waste, and leaking vehicles. Members shared several designs they currently use to provide input on designs and topics for consideration, such as having a perforation to tear off a portion of the doorhanger.

The third special project for the current fiscal year is to host a Show and Tell event(s) for members to share their public education and outreach presentations for students and/or the public along with their favorite outreach and giveaway items. Members were asked for their preference on either a virtual or in-person event. Members liked the idea of an in-person event for sharing their favorite giveaway items due to the hands-on nature, but many felt that a virtual event would be easier to attend. Crystal Flannery and Lauren Betz volunteered to bring materials or participate in a presentation. NCTCOG will work on planning out potential dates and details for the Show and Tell and communicate them with members.



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OTHER BUSINESS AND ROUNDTABLE DISCUSSION

- 7. Other Stormwater and NCTCOG Program Updates.** NCTCOG will share recent and upcoming activities of the Illicit Discharge Detection and Elimination, Stormwater Monitoring, Total Maximum Daily Load, and Wastewater and Treatment Education Roundtable programs. NCTCOG will also provide an overview of upcoming conferences, events, news, and resources of relevance to the group.

NCTCOG staff shared they have received a request through the Blue-Green Infrastructure Network (BGIN) for assistance in developing regionally unified watershed signage. Members were asked for feedback on what types of watershed signage they would find useful and where to locate it. Renee Esses loved the idea of creating signage as creeks and rivers are usually hidden from public view. Her feedback was that the more that we can name (our watersheds) by adding signage for them, making them more visible to the community, would be helpful. With the coming of the FIFA World Cup in 2026, the more we can direct the attention of people to waterways and shed light on them would be good and could be something that could be shared with visitors.

Heather Finn, TRA, cautioned that there could be push back from Public Works staff to put out even more signs; however, signage within existing parks might be okay and better received by internal partners. Crystal Flannery shared how they have put watershed signage on some of their trails across the city and having World Cup event signage would be nice. Members clarified that signage geared towards World Cup event sites, such as wrapping trash cans with messaging on why it is important to properly throw away trash or recycle items, would be something they would be interested in. Heather Finn suggested thinking about creating a specific ad campaign, particularly one that could be pushed out to event ticket holders.

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

Jeff Haynes (DART): Have started displaying the Holiday Grease Roundup graphics on buses the first week in October and will go all the way through the first week of the new year.

Mitchell Talley (Mesquite): Have been required by TCEQ to obtain Level II PGP for spraying aquatic vegetation.

Sayaka Koga (Denton): Planning the Annual Stream Clean in December; considering applying for the tire grant.

Nicholas Salazar (Tarrant County): Got permissions set-up for Net MS4 program through CDX. The process took about three weeks; do not know about anyone else but took them a while to get permissions.

Renee Esses (Coppell): Doing FOG program at the moment and participating in the Holiday Grease Roundup. If you are lucky enough to have Republic Services for waste collection, found out that in their contract with RS they can do pickup of HHW for residents. Super excited to promote this way of collecting used cooking oil as part of the annual Holiday Grease Roundup.

Crystal Flannery (Frisco): Annual stream clean event coming up next Saturday. Will be presenting on erosion control at Texas Master Naturalist conference. Slowly moving along with the Stream Team and their citizen scientists will be testing waterways monthly; have four sites but hoping to grow to more. Frisco's first stormwater week will be November 10-16, will have mayoral proclamation, and will have tabling events on stormwater pollution prevention topics like pet waste, yard waste, and proper chemical disposal. Will be ending week with storm drain marking. At the last in person meeting, someone was looking for plastic storm drain markers. Frisco has some that they can donate to whomever that was, just reach out.

9. **Next Meeting Dates.** The next meeting is scheduled for Wednesday, January 22, 2025, at 9:30 a.m. Venue and format details are pending.

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 accommodation will be made to assist your needs.