

# Public Education Task Force

Wednesday, April 3, 2019

9:30 am, Fourth Floor Large Conference Room



North Central Texas  
Council of Governments  
Environment & Development

# Agenda

- ▶ Welcome and Introductions
- ▶ Doo The Right Thing Campaign
- ▶ FY19 Work Project Discussion
- ▶ TX SmartScape Update
- ▶ FY20 Work Project Discussion and Vote
- ▶ NCTCOG Updates
- ▶ Roundtable
- ▶ Next Meeting Date
- ▶ Adjournment





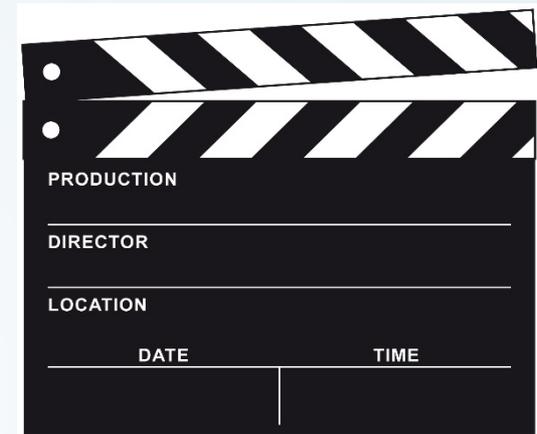
# Doo the Right Thing

- 2020 Doo the Right Thing Calendar Contest opens on May 1 and runs through June 30, 2019
- Social media toolkit for promoting the campaign has been sent to the group and is posted on website under the Public Education Task Force program [page](#)
- Promo materials ready for use:
  - Newsletter template
  - Social media blurbs and visuals
  - Pledge forms (web version pending)
  - Flyers (pending)



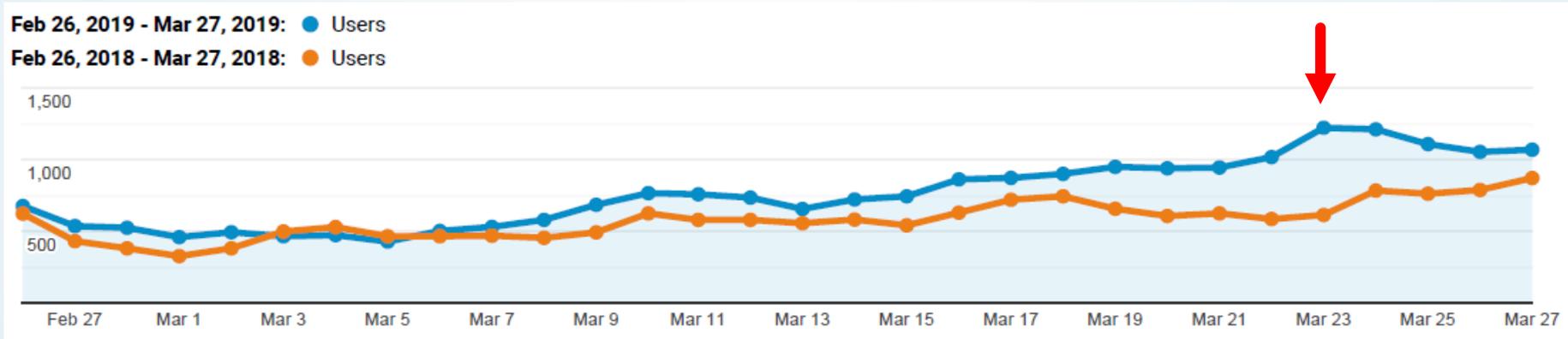
# FY19 Work Project – Educational Videos

- ▶ NCTCOG still in the process of finalizing a vendor to produce videos
- ▶ Video outline and script feedback
- ▶ Video Inspiration – City of Lubbock’s [Stormwater Educational Video](#)



# TX SmartScape Updates

- TXSmartScape Website recently had 1,219 daily users – the highest number in it’s history!
- During the period of February 26<sup>th</sup> – March 27<sup>th</sup> there were 19,995 users who spent an average of 00:2:07 on the website
- Utilizing the hashtags #PlantForPollinators and #TXSmartScape to drive traffic



# SmartScape Plant Sales

- Currently 18 native plant sales, or related events hosting a native plant sale, around the region
- NCTCOG will post announcement on social media each week to highlight plant sales
- Utilizing hashtags #SmartScapePlantSale and #PlantSale2019



**Texas SmartScape** @TxSmartScape · Mar 28

Coming up this weekend we have several "Plant Texas Native" plant sales and workshops!

Learn the Texas Native and Adaptive Plants in Mansfield: [eventbrite.com/e/native-and-a...](https://eventbrite.com/e/native-and-a...)

Join a FREE seed swap in Denton: [facebook.com/events/2791079...](https://facebook.com/events/2791079...)  
[@CityMansfieldTX](https://twitter.com/CityMansfieldTX) [@cityofdentontx](https://twitter.com/cityofdentontx)



# FY20 Work Project Discussion and Vote

- Online poll to close today at COB
- Cast a paper vote today if have not voted
- Top ideas are:
  - Reducing plastic waste and consumption
  - "Leave it on the Lawn"

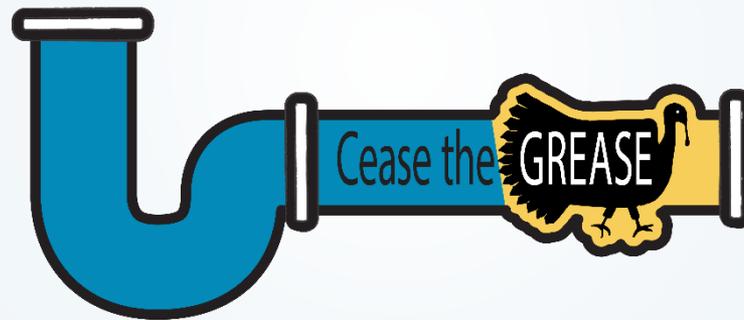


# NCTCOG Program Updates

- ▶ **Stormwater Monitoring** – the Annual Regional Wet Weather Characterization Program Monitoring Report, for the North Texas region, was sent to TCEQ. The agency is reviewing the report, and will send NCTCOG any questions that may arise.
- ▶ **iSWM** – the Consultant will be at the April meeting to discuss Year 3 task orders, and answer any questions regarding the completion of Year 2 task orders.

# NCTCOG Program Updates, cont.

- ▶ **Holiday Grease Roundup:** WATER members collected **3,580.05** gallons of fats, oils, and grease as part of the 2018 Holiday Grease Roundup, which ran from November 26, 2018 to January 7, 2019.



- ▶ DEA Drug Take Back Day – Saturday, April 27, 2019.

# Other NCTCOG Updates

- ▶ iSWM
  - ▶ Next meeting is April 24, 2019
- ▶ RSWMCC
  - ▶ Next meeting is May 8, 2019
- ▶ PETF
  - ▶ Next meeting is July 17, 2019
- ▶ IDDE
  - ▶ Next meeting is July 18, 2019
  
- ▶ TCEQ Environmental Trade Fair and Conference (Austin), May 14-15, 2019
- ▶ EPA Region 6 Stormwater Conference (Denton), July 28 – August 1, 2019

# SAVE THE DATE

DENTON, TEXAS

July 28 - August 1, 2019



Photo by Kelly Maxwell  
Courtesy of the Greater City

Responding To Change: Dynamic Stormwater Management  
in Economic, Political, and Climatic Transitions



For more information visit:

<http://tamuk-isee.com/conferences/epa2019conference/>

or contact:

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21ST ANNUAL  
EPA REGION 6  
STORMWATER  
CONFERENCE

EMBASSY SUITES  
BY HILTON  
DENTON CONVENTION CENTER

#### PROPOSED PRESENTATION TOPICS

- ▶ Municipal Stormwater Management Programs
- ▶ Construction & Industrial Stormwater Management
- ▶ Resiliency, Sustainability, Green Infrastructure & Low Impact Development
- ▶ Watershed Protection & Total Maximum Daily Loads (TMDLs)
- ▶ Best Management Practices (BMPs) Case Studies
- ▶ Advanced Research Topics & Innovative Technologies
- ▶ Public & Private Partnerships

Stay tuned for project requests for the **EPA Region 6 Outstanding Green Infrastructure & Low Impact Development Project Competition**



North Central Texas  
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Environment & Development

# Roundtable

What's happening in your city?



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Environment & Development

## Contact

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## Connect



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