

## North Central Texas Council of Governments

# SUMMARY

### Public Education Task Force

Wednesday, July 15, 2020

9:30 a.m., Uber Conference

NCTCOG Offices, CP111

600 Six Flags Drive, Arlington, TX 76011

#### 1. Welcome and Introductions.

### DISCUSSION

2. **FY19 Work Project Update– Educational Videos.** NCTCOG will update the group on the status of the Pool Care video.

Production of *Proper Pool Draining in North Texas*, the third and final stormwater educational video created under the FY19 Work Program, has been finalized. It has been posted to the [PETF webpage](#) and the E&D Stormwater playlist on [YouTube](#).

3. **FY20 Work Project Update– Preventing Plastic Pollution.** NCTCOG will update the group on the development of deliverables, including a landing page and data collection forms, for the Regional Cleanup Challenge.

NCTCOG has uploaded the Aquatic Plastic Pollution Prevention Infographics and Toolkit focusing on plastic bottles for the month of August to the [PETF webpage](#).

Based on survey results, combined with availability of domain names for purchase, the regional cleanup challenge has officially been named the [North Texas Community Cleanup Challenge](#). A landing page to host the information and content for the challenge is under development and should be live in the coming weeks. A mockup of the landing page and official logo was provided to demonstrate the color scheme, theme and working layout of the website. The landing page will be mobile-friendly. It will include a ticker, that gives the most current updates on the pounds of trash as well as number of cleanup activities conducted to date. As part of the deliverables for the challenge, a digital data collection form has been created that will be replicated in a paper download format. The group ran through the data collection form and provided feedback on fields and options to include prior to taking the forms live. The group asked that they be able to request or pull reported information from the data collection database to aid in their annual reporting.

With Keep Texas Beautiful and cities pulling large, organized cleanup events due to public health concerns related to COVID-19, the group was polled about pushing back the cleanup challenge. The group consensus was to revisit a timeline for starting the challenge at the January PETF meeting. NCTCOG staff and group members will look for ways to promote touchless events in the interim and finish working on all project deliverables.

4. **Doo the Right Thing.** Reveal of new contest format and mockup of images.

A reveal of recent updates to the annual Doo the Right Thing (DTRT) photo contest was presented to the group. The calendar program will be retired. It will be replaced by a digital and social media-focused contest.

616 Six Flags Drive, Centerpoint Two  
P.O. Box 5888, Arlington, Texas 76005-5888  
PHONE: (817) 695-9210 FAX: 817-695-9191  
[www.nctcog.org](http://www.nctcog.org)

Additionally, the new format seeks to draw a connection between resident behaviors and the health of watersheds.

Instead of a pup's picture appearing in the calendar, the new format is for a pup to be featured as our Watershed Protector on the DTRT Facebook page and across all DTRT social media channels. Additional winners will be chosen to be featured as daily/weekly posts throughout each month. The featured pups and posts will run on a 12-month cycle with the goal of running the contest May and June, conducting voting in July/August and posting the winners October through September.

Since many members are already actively promoting Doo The Right Thing as part of their spring and summer outreach programs and messaging, the contest was launched on July 1, 2020, and will run through August 31, 2020. In order to meet the goal of posting winners starting in October 2020, the PETF group will be asked to vote on the submissions via a survey in September.

Sample mockups of the new featured posts for the DTRT Watershed Protectors were provided. To help market the changes and contest, the July DTRT social media toolkit on the PETF webpage has been updated to include mockups and posts reflecting the new format.

**5. FY21 Project Discussion.** NCTCOG will recap the results of the Fiscal Year 2021 Work Program surveys.

The results of the Fiscal Year 2021 Work Program surveys showed that the group has placed a priority on trainings and webinars for the coming year. Specific topics will be narrowed down throughout the year. Survey responses for desired trainings included topics such as: Low Impact Design (LID), Source Water Impacts, America's Water Infrastructure Act, Small Scale BMPs, Lawn and Landscape topics with homeowners and landscapers in mind, Watershed Protection and Flood Safety, and Healthy Creeks and Waterways Through Proper Vegetation Maintenance.

## **OTHER BUSINESS AND ROUNDTABLE DISCUSSION**

**6. Other NCTCOG Program Updates.**

All NCTCOG meetings will be held virtually through the end of the calendar year. Please check the [website](#) for the latest meeting information, including registration links and virtual attendance options.

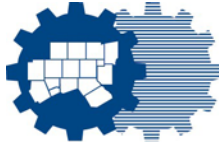
The Wastewater and Treatment Education Roundtable (WATER) group will hold their next meeting on Wednesday, September 9, 2020, at 10:00 a.m. They have created a series of educational explainer videos that have been posted to the Environment and Development [YouTube](#) page. The posted videos include: Wipes Block Everything; Uncommon Fats, Oils, and Grease; Proper Disposal of Medications; and Proper Disposal of Household Hazardous Waste. The Life Cycle of Drinking Water video is in the works.

The Upper Trinity River Basin Coordinating Committee will hold their next meeting on Wednesday, August 26, 2020, at 9:30 a.m.

The Illicit Discharge Detection and Elimination (IDDE) Task Force will hold their next meeting on Tuesday, August 25, 2020, at 9:30 a.m. The IDDE Basic Dry Weather Field Screening Training will take place virtually on Thursday, August 6, 2020, from 9 a.m. to 3 p.m. with a break for lunch. [Registration](#) is open and a link for the event will be sent out at a later date.

**7. Discuss Other Educational Events in the Region/State.**

Due to the uncertainty surrounding significant social gatherings for the foreseeable future, the [EPA Region 6 Stormwater Conference](#) has been switched to a completely virtual experience this year. To assist in meeting the Region's MS4's and partner's annual needs for stormwater training, free virtual training sessions will be offered August 11-13, 2020. Registration is full but, options to provide on-demand recordings are being explored for those who were not able to register.



## North Central Texas Council of Governments

The National Association of Flood and Stormwater Management Agencies (NAFSMA) will be moving their [2020 Flood and Stormwater Management Conference](#) online from August 11-12, 2020. While the conference is not free, the virtual option this year may make participation feasible for more entities.

The [53<sup>rd</sup> Annual Keep Texas Beautiful \(KTB\) Conference](#) will be held virtually from August 25-26, 2020.

The [39<sup>th</sup> Annual Texas Association for Environmental Education Conference](#) (TAEЕ) has gone virtual as well and will take place September 25-26, 2020.

### 8. News and Resources.

[Trash Free Waters on Any Timeline](#) is the first article in a series from the EPA's Trash Free Waters grant program. The article includes a list of simple actions that can be taken to help keep trash out of waterways where you have 5 seconds or 5 hours to spare.

### 9. Roundtable. Members are asked to share what is happening in their communities.

**Addison:** Still under travel restrictions so no other updates.

**Carrollton:** Currently not holding events as not allowing volunteers.

**Cleburne:** Looking to move cleanup event touchless/virtually this fall that was planned back in early spring. Have all the resources and materials, now looking at ways to still execute while following social distancing guidance. Looking for recommendations for a free registration system for the event.

**Fort Worth:** All 2020 water saving seminars will now be available live online through [Texas A&M Water University](#). Promoting the sprinkler spruce up program.

**Frisco:** Holding virtual educational classes in lieu of in-person.

**NTMWD:** In a work-from-home status with a hold on all in-person public outreach until at least first week of August.

**TRA:** Holding a training event in September at Joe Pool lake.

**TRWD:** Updating the rainscapes system to get ready for use in August.

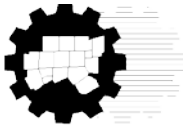
### 10. Next Meeting Date. The next meeting is tentatively scheduled for Wednesday, October 21, 2020, at 9:30 a.m. Virtual platform is to be determined.

### 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.

616 Six Flags Drive, Centerpoint Two  
P.O. Box 5888, Arlington, Texas 76005-5888  
PHONE: (817) 695-9210 FAX: 817-695-9191  
[www.nctcog.org](http://www.nctcog.org)



**Stormwater Public Education Task Force**

**Wednesday, July 15, 2020**

**9:30 a.m., Tejas Conference Room**



**MEMBER SIGN IN SHEET**

<b>NAME</b>	<b>SIGNATURE</b>	<b>ORGANIZATION</b>
Becki Begley	X	City of Fort Worth
Bobbi Bryan	X	NTMWD
Mitchell Carpenter	X	City of Burleson
Radwan Dalu	X	City of Dallas
Renee Esses	X	City of Farmer's Branch
Moss Fennell	X	VRX - NTTA
Heather Firn	X	Trinity River Authority (TRA)
Danielle Hatch	X	City of Frisco
Denise Hickey	X	NTMWD
Aaron Hoff	X	Tarrant Regional Water District (TRWD)
James House	X	Town of Prosper
Devan Jones	X	City of Carrollton
Gregg Kidd	X	City of Cedar Hill
Kathy Kirk	X	Keep Rowlett Beautiful
Gregg Moss	X	City of Grapevine
William Nahas	X	City of Allen
Traci Peterson	X	City of Arlington
Rebecca Sales	X	City of Mansfield
Linda Sterne	X	City of Fort Worth
Duy Vu	X	City of Cedar Hill
Melissa Walker	X	City of Arlington
Julie Winchell	X	City of Burleson