

Public Education Task Force

Wednesday, May 6, 2020

9:30 am, WebEx



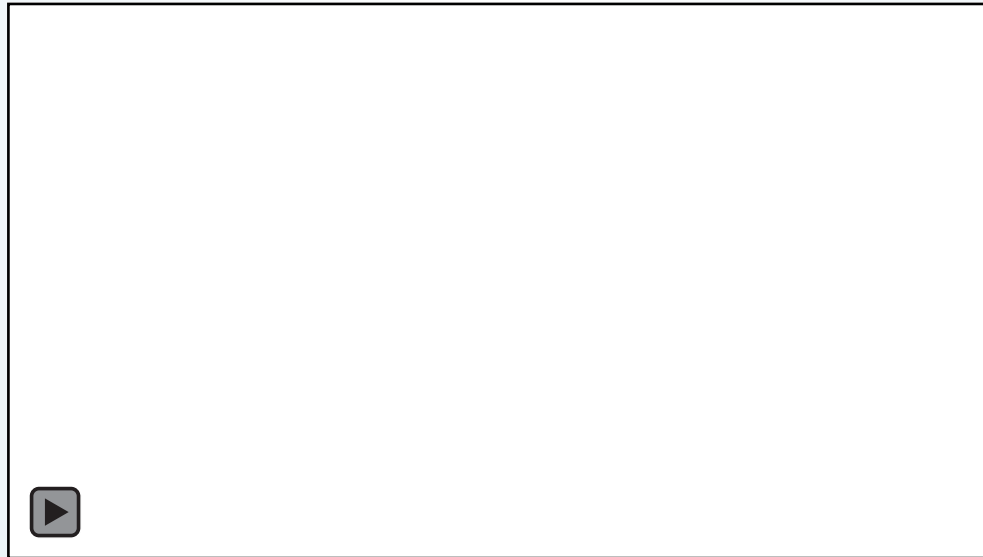
North Central Texas
Council of Governments
Environment & Development

Agenda

- FY19 Project Update
- FY20 Project Discussion
- Doo the Right Thing
- Texas SmartScape
- FY21 Project Selection
- Other NCTCOG Program Updates
- Conferences & Events
- News & Resources
- Roundtable

FY19 Work Project – Educational Videos

- ▶ Litter and Lawn & Yard Care videos now available on the [Public Education Task Force](#) page and Stormwater playlist on [YouTube](#)!
- ▶ For review – final edit to Pool Care video



FY20 Project Discussion & Update

Educational Outreach Items

- ▶ Litter video – Complete and posted to website!
- ▶ Social media posts – posted each month to PETF webpage
 - ▶ May: Plastic Utensils & Takeout Containers
 - ▶ June: Plastic Straws
 - ▶ July: Plastic Free July
 - ▶ August: Bottles & Cans

FY20 Project Discussion & Update

Regional Clean-up Challenge

- ▶ Partnerships – Any group within NCTCOG region interested in participating!
- ▶ NCTCOG support to include:
 - ▶ Creation of a landing page for the cleanup challenge
 - ▶ Creation of assets for participants (data collection form, graphics, etc.)
 - ▶ Creation of digital data collection form to streamline data collection
 - ▶ Creation of post-event questionnaire for participants
 - ▶ COG created advertising/social media support
- ▶ NCTCOG cannot financially support cleanup supplies for the challenge
- ▶ Qualification timeframe for Challenge: September 1st through October 31st

FY20 Project Discussion & Update - Action Items

- Officially name the regional cleanup challenge
- Decide on a type of award (certificate, plaque, other)
- Decide on inputs/metrics needed on Data Collection Form
 - What floatables or stormwater elements are needed/desired
- Post cleanup survey questionnaire
 - What questions and information would be most valuable to obtain from participants
- Decide what types of events count for the challenge
- Decide how to fairly measure and compare data across different city or county sizes
- Decide how/to whom events by organizations like Groundworks Dallas get attributed

FY20 Project Discussion & Update - Action Items

CLEANUP DATA COLLECTION SHEET

Name of Event: _____

Event Date: _____

My event was part of: _____

City and County: _____

Volunteer Information (fill in all that apply)

of Volunteers _____

of Groups _____

of Communities _____

of Events _____

Total # of Volunteer Hours _____

Cleanup Information (fill in all that apply)

Total lbs of litter, debris and bulky waste collected (see attached estimates) _____

Types of trash/recyclables/floatable collected _____

Acres of parks/public lands/wetlands/open spaces cleaned/beautified _____

Bodies of water cleaned: _____

Miles cleaned/beautified _____ Streets _____

Waterways _____ Hiking/Biking/Nature Trails _____

Lost Recycling Opportunity Information (items which could have been recycled)

Total lbs recyclables collected _____ lbs paper _____ lbs glass _____ # tires _____

Weight Conversion*

15 gallon bag of litter = est. 10 lbs

15 gallon bag of aluminum cans = est. 3 lbs

15 gallon bag of glass = est. 30 lbs

15 gallon bag of clothing = est. 15 lbs

15 gal. bag of plastic bottles = est. 2.5 lbs



FY20 Project Resources

Resources:

- ▶ [PETF Webpage](#)
 - ▶ Plastic Pollution Educational Toolkit (by month)
 - ▶ [Litter video](#)
- ▶ [Time To Recycle](#)
- ▶ [Skip the Straw](#)
- ▶ [Plastic Free July](#)
- ▶ [Plastic Pollution Coalition](#)
- ▶ [Keep Texas Beautiful](#)
- ▶ [Plastic Film Recycling](#)
- ▶ [Trash Free Texas](#)
- ▶ [Balloon Busting Crew](#)



Doo the Right Thing Survey



- Of the 22 PETF members who took the survey:
 - Majority of members (20) are aware of the Doo the Right Thing program, webpage, and resources available (bookmarks & logos)
 - Majority (17) used the DTRT resources within the last two years or plan to in future
 - Two-third host, or support, outreach events targeting pet waste
 - Majority (19) are aware of the social media toolkit developed for 2020 and of those, 16 are either using it or planning to
 - Majority (17) were aware of the Doo The Right Thing calendar contest
 - Only 11 participated in the calendar contest and campaign in last 2 years
 - Only 2 have purchased the print copies of the calendar
 - Three quarters plan to advertise, support or engage residents in the contest in the future
 - Majority (17) are aware of the social media accounts for DTRT but only half follow the accounts or share the posts/information

Doo the Right Thing – 2021 and Beyond

- ▶ DTRT program is still a valuable public outreach tool to a majority of members but the calendar component is not widely utilized.
- ▶ To ensure cost-share funds are providing the most value to our members, the calendar component needs to be reconsidered going forward.
- ▶ In what ways could the DTRT program be retooled to provide a more beneficial outreach component for you?



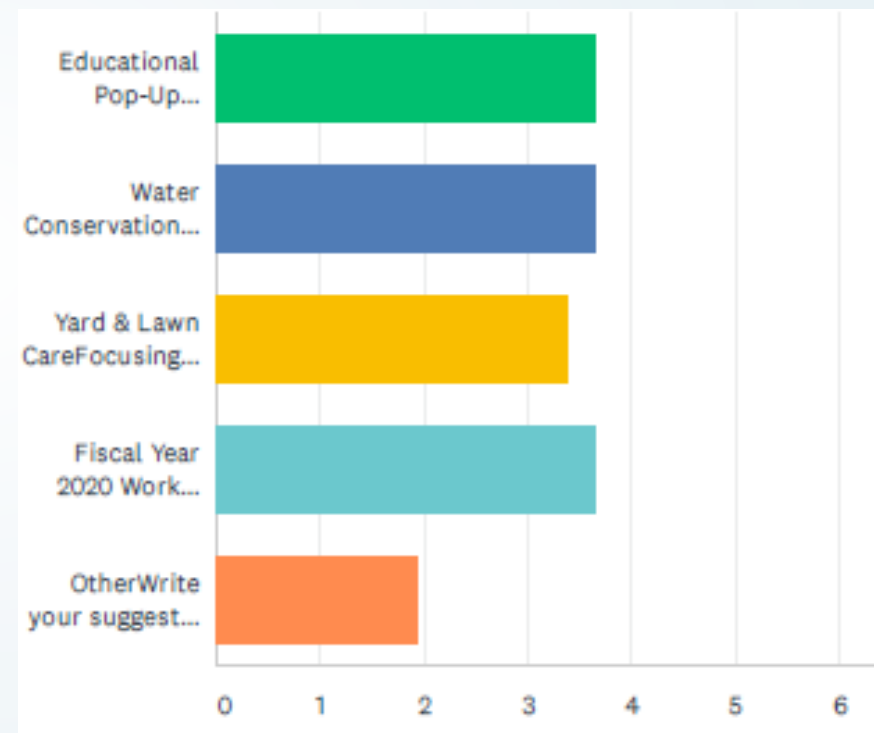
Texas SmartScape

- ▶ March is Texas SmartScape Month drove high volumes of traffic to the website
 - ▶ 25,000 users in the month of March alone!
 - ▶ More than entire NCTCOG website for same time period
- ▶ Calendar updates
 - ▶ Due to the impact of COVID-19, most Plant Sales were canceled or rescheduled for the fall
 - ▶ Many educational classes have been canceled, postponed or converted to online events

FY21 Project Discussion & Selection

- Educational Pop-up displays, Water Conservation, and Continuation of Fiscal Year 20 Work Plan tied in ranking
- Other suggestions included:
 - Increase online public education materials
 - Water conservation and pollution
 - Watershed protection flood safety
 - Litter, floatables and trash as water pollutants
 - Healthy creeks and waterways – vegetation and the flow of healthy waterways

Project choice by ranking



WATER Update - DRAFT

- ▶ Upcoming meeting:

- ▶ **Wednesday, June 10, 2020** at 10:00 AM
Metroplex Conference Room, NCTCOG Offices

- ▶ Educational Explainer Videos posted on E&D's YouTube page:

- ▶ Wipes Block Everything
- ▶ Uncommon Fats, Oils, and Grease
- ▶ Proper Disposal of Medications
- ▶ The Proper Disposal of Household Hazardous Waste video is in the works!

TMDL Update - DRAFT

► Upcoming Meetings:

► TMDL Coordination Committee Meeting:

► Tuesday, June 30, 2020 at 9:30 AM
Regional Forum Room, NCTCOG Offices

► Upper Trinity River Basin Coordinating Committee Meeting:

► Wednesday, August 26, 2020 at 9:30 AM
Tarrant Regional Water District Offices, Fort Worth, TX

IDDE Update

- Upcoming meeting:

- **May 27th, 2020 – Online venue**

- COG staff sent an invite on Monday, May 4th with additional meeting details.

- IDDE members will discuss training opportunities for the remainder of the fiscal year.

- Due to COVID-19, the 2020 Industrial Inspectors Training is postponed until further notice.

Other NCTCOG Updates

- iSWM
 - Next meeting is July 8, 2020
- RSWMCC
 - Next **virtual** meeting is May 20, 2020
- PETF
 - Next meeting is July 15, 2020
- P2 Task Force
 - Next meeting is TBD
- IDDE
 - Next **virtual** meeting is May 27, 2020

Events and Conferences

- TCEQ Environmental Trade Fair (Austin) – **Canceled**
- EPA Region 6 Stormwater Conference (New Orleans), August 9-13
- 39th Annual Texas Association for Environmental Education Conference (Abilene), September 25-26

News & Resources

- ▶ Water-Efficient Products Sales Tax Holiday (May 23rd - 25th)
 - ▶ Garden plants, rain barrels, soaker hoses, compost or water-conserving items for personal use
 - ▶ Products with the WaterSense label or logo are tax-free for business or personal use
 - ▶ Details are on Texas Comptroller's [website](#)
- ▶ Balloon Busting Crew – Turtle Island Restoration Network
 - ▶ [Online tool](#) to report balloon debris found in the environment (on land and in water) nationwide

Roundtable

What's happening in your city?



Contact

Carolyn Horner

Sr. Environment & Development Planner
North Central Texas Council of Governments

chorner@nctcog.org

817.695.9217

Tamara Cook

Manager, Environment and Development
North Central Texas Council of Governments

tcog@nctcog.org

817.695.9221

Crysta Guzman

Environment & Development Planner
North Central Texas Council of Governments

cguzman@nctcog.org

817.695.9107

Connect



Facebook.com/nctcogenv



@nctcogenv



nctcogenv



youtube.com/user/nctcoged



EandD@nctcog.org



nctcog.org/envir



