



North Central Texas Council of Governments

AGENDA – NOTES

Public Education Task Force

Subcommittee of the Regional Stormwater Management Coordinating Committee

Wednesday, July 22, 2026

10:00 A.M., RM William Pitstick Conference Room, Centerpoint II

616 Six Flags Dr., Arlington, TX 76011

1. Welcome and Introductions.

UPDATE ITEMS

1. **Regional Stormwater Program Updates.** NCTCOG will share an update from the Regional Stormwater Management Program for FY26-27.
 - Creation of the Construction + Post Construction Task Force
 - Winners of North Texas Community Cleanup Challenge (NTCCC) and Mayors Challenge
 - City of Lewisville
 - City of Frisco
 - NTCCC Stats
 - 26 cites participated
 - 10,246 bags of trash collected
 - 153,690 pounds of litter collected
 - 8,320 volunteers at 317 event
2. **Call for Committee Representative.** NCTCOG will solicit a volunteer to present a summary of this task force meeting to the RSWMCC August 18, 2026, meeting.

DISCUSSION/PRESENTATION ITEMS

3. **Show -N- Tell and Giveaway Item Discussion.** Members will share favorite giveaway items and resources to take to outreach and public engagement events.
Item was moved to Quarter 1 of FY27, tentatively planned for October 2026.
4. **FY27 Work Program Planning.** NCTCOG staff will continue discussions on the Fiscal Year 2027 Work Program. NCTCOG staff will conduct discussions on how MCM metrics can better achieved through Public Education efforts. NCTCOG will lead members in a discussion of survey results for Public Education and Outreach targets of FY27.

TNCTCOG staff created an interactive survey to assist in facilitating a discussion over key programmatic activities. NCTCOG staff received useful feedback on the direction of the task force, programmatic needs, and areas of improvement. Discussion topics range from improvement of the Doo The Right Thing Campaign, updating Texas Smartscape, and incorporating new trainings/ workshops. Discussion topics and survey results were used to create the draft FY27 Work Plan. The survey results can be found, here: <https://www.nctcog.org/getContentAsset/3d3b149e-734c-4d11-bbcf-2a57ccc528f7/dfc3d011-8f63-43f6-9ed8-4b444333a1d0/PETF-Survey-Results.pdf?language=en-US>

Topic of Discussion/Suggestions for Doo The Right Thing:

- Stakeholder expressed desire to continue to maintain the Doo the Right Thing program.
- Unbranded signage encouraging picking up animal waste.
- Transitioning to a video campaign and move away from a photo contest.
- Isolated website so that the public can access it.
- Stakeholders want to refresh the look of the page
- Stakeholders would be interested in working with companies to help garner more engagement.
- One stakeholder commented that some entities have stricter animal control rules about picking up waste, so some services would work with us to Doo the Right Thing program; most enforcement is complaint based; residents who ignore the enforcement receive violations.
- Explore different social media outlets; TikTok would not be feasible

Topic of Discussion/ Suggestions for Texas Smartscape Website:

- Stakeholders suggest reaching out to the Master Naturalists/Gardeners who use the site.
- Stakeholders wish to update the website and make it mobile device accessible.
- Have videos about installing smartscapes.
- The suggestion of making an app came up and some stakeholders agree that it would be a good idea but wonder if it would be conflicting with existing apps like iNaturalist.
- One stakeholder suggests having a gallery for the public to upload pictures to be able to share with others.
- One stakeholder asks if there's a help questionnaire community board; many agree that this would be a great idea to have.
- The more useful the website is, the better.
- Window stickers to be able to see out and about.
- Communicating less use of fertilizer and pesticides.
- Graphics with QR codes linking to the website and shareable materials; would be good to partner with DART to put in their train advertisements.
- Interactive question board; will have to rely on master gardeners to help answer questions.
- One stakeholder talks about a past partnership with a soda company doing a rain barrel construction project; asks to put rain barrel information in the Texas Smartscapes website.
- One stakeholder suggested AgriLife to help out.
- Stakeholders expressed interest with creating a dedicated group to assist staff with updating the website.

NCTCOG stormwater resources and programs that are beneficial:

- TMDL-I Plan
- Employee education – Fish kill responses training and general stormwater training.
- Educators tool box; needs revamping
- Texas Smartscapes
- Public education taskforce
- RSWMCC
- One stakeholder mentions that TCEQ is having a new permit coming out and wants to invite industrial facilities; extended invitation to participants.
- Stakeholders mainly use the Texas Smartscapes website, but it needs updates.
- A representative from DART states that Texas Smartscapes has been helpful and shares information about Doo The Right Thing.

Resource that could assist with SWMP compliance:

- Education materials for younger kids; better language and graphics are needed, ideas and suggestions of wordsearch coloring pages, word scramble, maze, finish the _blank _, etc. for ages preschoolers to middle schoolers.
- Summer reading for kids.
- Unbranded social media packets.
- Holding a booth at the Texas State Fair.

Proposed special project(s):

- Pollution of Mosquito
- Train the trainer for the stream team.
- Bacterial sources
- Welcome to _ packets (social media packets).
- Education for industrial people.

Alternate meeting style:

- Lunch and Learn – 11
- Show-N-Tell - 5
- Workshop – 3
- Show-N-Teach – 1

DRAFT FY27 WORK PLAN

4 Quarterly meetings

Q1 – Lunch-N-Learn/ Show-N-Tell meeting to discuss K-12 outreach/ educational materials, holiday grease roundup, and Community Cleanup Challenge.

Q2 – Stream Team bacterial training (or Core Training), Doo The Right Thing

Q3 – Lunch-N-Learn/ Show-N-Tell Meeting to discuss industrial and business educational materials.

Q4 – FY28 Work Plan planning

Doo The Right Thing – rebranding the logo, new color scheme, looking into photo contest rewards/ incentives consider exploring partnerships with Petco. Consider expanding the photo competition to include other animals.

Texas Smartscape – Update the website and create a dedicated work group to assist with website updates.

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

5. **Other NCTCOG Program Updates.** NCTCOG will share recent and upcoming activities of the Total Maximum Daily Load, Wastewater and Treatment Education Roundtable, Water Quality Management Program, and Transportation and Stormwater Infrastructure programs. NCTCOG will also provide an overview of upcoming conferences, events, news, and resources of relevance to the group.
6. **Roundtable.** Members will share what is happening in their communities.
7. **Next Meeting Dates.** The next meeting is tentatively scheduled for October 2026 at NCTCOG offices.
8. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Keeara Brown at (817) 608-2352 or kbrown@nctcog.org. Thank you!

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