

PUBLIC EDUCATION TASK FORCE

Wednesday, July 21, 2021

9:30 am, Microsoft Teams



AGENDA

- Doo The Right Thing Campaign
- SmartScape Program Update
- North Texas Community Cleanup Challenge
- FY21 Work Project Update
- Legislative Updates
- Trash Free Waters Update
- FY22 Program Discussion
- Other NCTCOG Programs and Updates
- Conferences & Events
- News & Resources
- Roundtable
- Next Meeting Dates

DOO THE RIGHT THING CAMPAIGN

- Doo the Right Thing social media photo contest and campaign
 - Contest is closed.
 - Received 105 submissions from 17 cities.
 - Voting by public: **July 26th – August 20th**
 - Featured Winners: Posted October 2021 – September 2022
- Campaign and promotional materials:
 - Social media toolkit with suggested posts and graphics posted to PETF [program page](#)
- Like, Share and Follow us on social media!
 - Twitter @DooNorthTexas
 - Instagram @DooNorthTexas
 - Facebook @DooNorthTexas



SMARTSCAPE PROGRAM UPDATE

2022 March is Texas SmartScape Month Campaign Slogan...

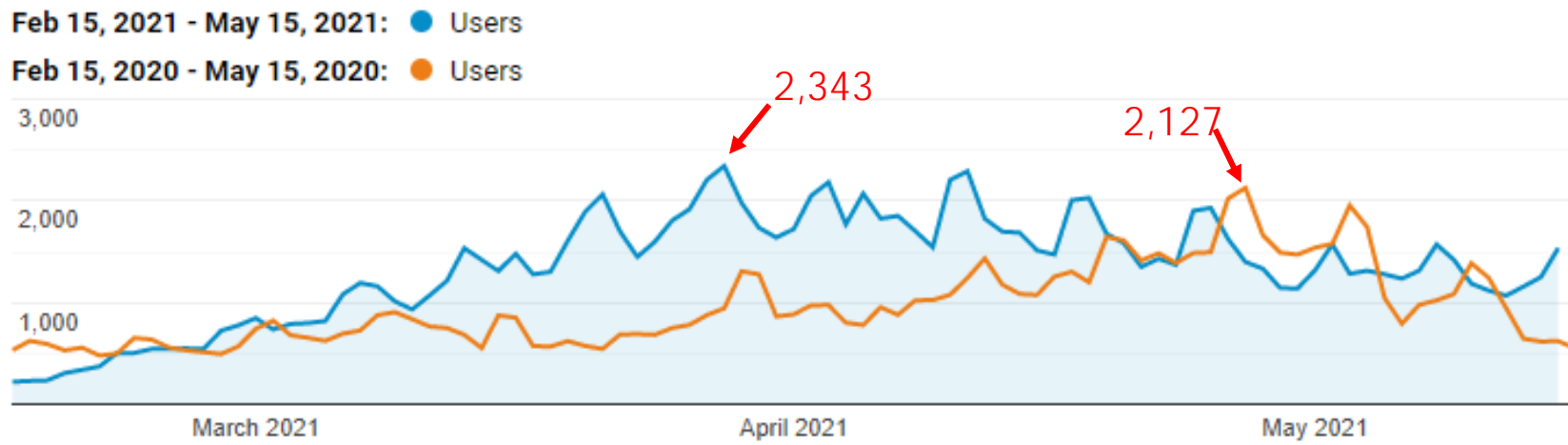
Plant Smarter, Plant Natives!

- Hosting SmartScape friendly events or native plant sales? We want to help promote them! Email your list of events and/or plant sales to Crysta Guzman at cguzman@nctcog.org



SMARTSCAPE PROGRAM UPDATE

- The Texas SmartScape website has seen a high, and sustained, volume of traffic for several months. Likely drivers are:
 - 2021 March is Texas SmartScape Month campaign
 - Damage to landscapes by winter storm Uri
- 2021 Peak users – March 28th at 2,343 users
- 2020 Peak users – April 26th at 2,127 users



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

North Texas Community Cleanup Challenge

September 1st, 2021 – October 31st, 2021

Communities committed or planning to participate:

- Mesquite
- Mansfield
- Carrollton
- Dallas
- Fort Worth
- Plano
- Rowlett



[North Texas Community Cleanup Challenge Informational Webinar](#), August 5, 1:30 pm





Four Easy Steps to Get Involved:

1

- Click [here](#) to create an account and sign-on.
- Don't forget to submit your logo for use on the challenge website!

2

- Organize and advertise your event(s) and participation in the NTCCC.
- Optional: Join the Mayor's Challenge by issuing a Proclamation (view a [template](#) in the Partners Resources Toolbox).

3

- Check out the [Partners Resources Toolbox](#) for items such as safety tips, general guidelines, a template press release and more.

4

- Hold your cleanup events between Sep. 1, 2021 and Oct. 31st, 2021 and log all cleanup data by Nov. 30th.
- Tag the NTCCC on social media using #NTXCleanupChallenge

**To learn more about the program, visit:
www.CommunityCleanupChallenge.com**

Upcoming Informational Webinar:

Thursday, August 5th
1:30-2:30 pm
Register [here](#)

Questions? Contact
Crysta Guzman at
cguzman@nctcog.org


FY21 WORK PROJECT UPDATE

Webinar Updates

- Work on a webinar for Green Infrastructure and/or Small Scale BMPs is underway
 - **Topic:** Rain Gardens...
 - **Timeframe:** September 2021
- Watch for emails announcing the webinar date and details soon!



TEXAS LEGISLATIVE UPDATES

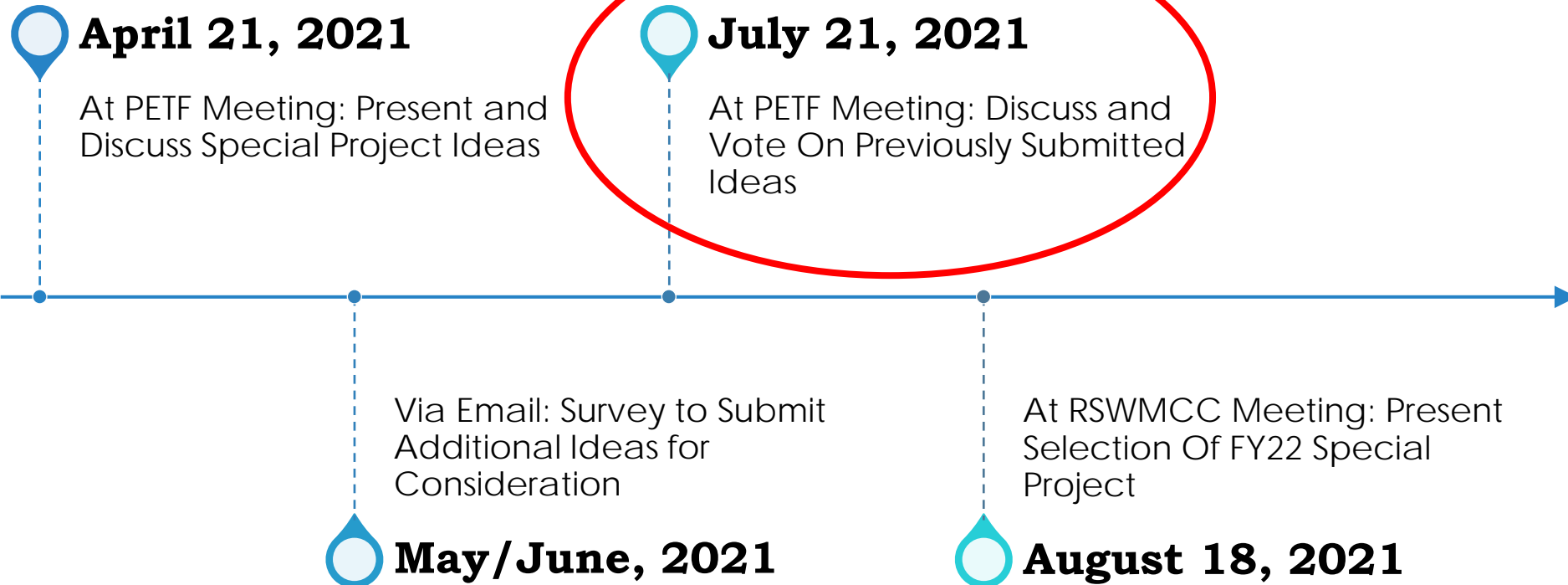
Bill Number	Description (Summary of Bill)	Author	Status
SB 1772 	Relating to the establishment of the Texas Pollinator-Smart program for solar energy sites.	Zaffirini	Vetoed by Governor

TRASH FREE WATERS – ENGAGE & EDUCATE TASK

- Task 3 - Engage & Educate task of grant includes work on encouraging a cleanup culture
- Forming a short-term Advisory Group to help inform work on task. Scheduled to meet on **September 9th**, **October 21st**, and **November 18th**
 - Under this task, project team is connecting with communities and recreational groups on unique cleanup activities such as plogging or integrating litter cleanups with cycling and paddling
 - Outcome is the development of resources and/or toolkits to help communities connect with recreational groups and new audiences on unique cleanup activities
- If interested in being part of the Advisory Group, please contact Crysta Guzman at cguzman@nctcog.org



FY22 PROGRAM DISCUSSION



FY22 PROGRAM DISCUSSION

- Response to **Q1)** Please rank, in the order of your preference, the proposed PETF FY22 Work Program special project suggestions submitted at the April 21st PETF meeting.
 - Tied:
 - A. Social Media Toolkits
 - B. Additional BMPs/Trainings
- Responses to **Q2)** For the category of “Other”, please provide any additional suggestions you may have.
 - C. Something for schools to watch instead of in-person education
 - D. Examples and ways other cities are controlling floatables
 - E. Methods cities use to measure educational outreach success results (e.g. conducting surveys, review quantity of trash removed during cleanups, E.coli in their streams, etc.)
 - F. Focusing on PPE



FY22 PROGRAM DISCUSSION

- Responses to **Q3)** Please provide any suggestions on specific topics or themes that you may have for the options (Social Media Toolkits or Additional BMPs/Trainings) listed in Q1).
 - Social media toolkits targeting plastic
 - More on plastic pollution
 - Proper lawn care, leaf blowing, over-watering
 - Monthly social media toolkit on topics of: lawncare, pesticides, native plants, adopt-a-spots, household hazardous waste, pet waste, stormwater, Earth Day, etc.
 - Full suite of general education training for the public on stormwater. Why its important, what to watch out for (around town) and how to report issues, what to do in event of leak at home, proper paint cleanup at home, used (motor?)oil, HHW, yard waste, adopt-a-spot programs, etc. Provide editable placeholder for city logos/hotline numbers.



OTHER COG PROGRAMS AND UPDATES



IDDE & STORMWATER MONITORING UPDATE

- **Illicit Discharge Detection and Elimination (IDDE)**
- Upcoming Meeting – December 9, 2021, at 9:30. Location - TBD
- Upcoming Training – Advanced Dry Weather Field Screening
July 27th 9:30 am – 3:30 pm
Link to register - <https://www.addevent.com/event/fN6887735>
- **Regional Wet Weather Characterization Program (RWWCP)**
 - RWWCP is in the fourth year of the program term.
 - Begun implementation of the Best Management Practices Analysis and Evaluation Plan (BANEP).
 - All participants have met with the consultant team and NCTCOG staff and are collecting BMP data.



TMDL UPDATE

- Upcoming TMDL Meetings:
 - [Upper Trinity River Basin Coordinating Committee](#): August 17, 2021 at 9:30 AM via Microsoft Teams
 - [TMDL Stormwater Technical Subcommittee Meeting](#): September 14, 2021 at 9:30 AM via Microsoft Teams
 - [TMDL Wastewater Technical Subcommittee Meeting](#): May 21, 2021 at 9:30 AM via Microsoft Teams
 - [TMDL Monitoring Coordination Forum Subcommittee Meeting](#): September 28, 2021 at 9:30 AM via Microsoft Teams
 - Virtual Feral Hog Forum will be held in late August 2021





Wastewater And Treatment Education Roundtable

WATER UPDATE

NCTCOG is currently finalizing the *“Proper Usage of Home Cleaning Products”* educational explainer video.

- The [*“Always Trash Your Personal Care Items”*](#) educational explainer video is available online for review and sharing.
- Upcoming **FREE Grease Interceptor Inspector Training and Roundtable:**
 - August 5, 2021 from 9:00 AM to 12:00 PM
 - [Registration available online](#)
- Upcoming [WATER meeting:](#)
 - October 7, 2021 at 10:00 AM in the Regional Forum Room, NCTCOG Offices

CONFERENCES & EVENTS

- EPA [Phytotechnology: a Nature-Based Approach to Containing Contamination](#), July 28th, 12:00 pm CST
- NCTCOG [North Texas Community Cleanup Challenge Informational Webinar](#), August 5th, 1:30 pm
- [EPA Region 6 Stormwater Conference](#), August 8th – 12th (New Orleans and Virtual)
- World Water Week, August 23rd – 27th, click [here](#) for more information
- [StormCon](#) and [Water Pro Conference](#), September 13th – 16th, Milwaukee, WI
- [National Cleanup Day](#), September 18, 2021
- [Texas Association for Environmental Education Conference](#), September 24th – 25th
- [North American Association for Environmental Education Conference](#), October 7th – 8th
- Texas Native Plant Week, October 17th – 23rd
- [International Erosion Control Association Texas Regional Conference](#), October 19th-20th (San Antonio)



NEWS & RESOURCES

- NCTCOG's [Blue-Green-Gray Funding Opportunity](#), application period open **July 19th - August 13th**
- TCEQ's [2022 Texas Environmental Excellence Awards](#) – application period open through **September 24th**
- Commission for Environmental Cooperation - [Reducing Marine Litter Through Local Action: A Toolkit for Community Engagement](#) (available in English, Spanish, and French)
- Last Stop The Ocean – [Last Stop: The Ocean](#) campaign and toolkit (available in English, Spanish, and French)
- Keep America Beautiful – [2020 National Litter Study](#)
- EPA's - [Trash Stormwater Permit Compendium](#)
- CNN Article – [A 'Bubble Barrier' is trapping plastic waste before it can get into the sea](#)
- [Local Water Protection Act](#) – passed the U.S. House on June 15th and has been passed to U.S. Senate



ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



NEXT MEETING DATES

- RSWMCC – Next meeting is August 18, 2021
- PETF – Next meeting is October 20, 2021
- P2 Task Force – Next meeting is TBD
- IDDE – Next meeting is December 9, 2021
- iSWM – Next meeting is October 14, 2021



CONTACT

Crysta Guzman – PETF, P2

Environment & Development Planner II
North Central Texas Council of Governments
cguzman@nctcog.org
817.695.9107

Sydni Ligon – IDDE, Stormwater Monitoring

Environment & Development Planner
North Central Texas Council of Governments
sligons@nctcog.org
817.608.2360

Carolyn Horner - RSWMCC

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
tcook@nctcog.org
817.695.9221

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EandD@nctcog.org



nctcog.org/envir

