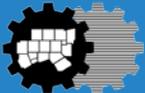


PUBLIC EDUCATION TASK FORCE

Wednesday, October 21, 2020

9:30 am, Microsoft Teams

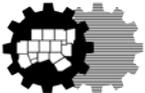


AGENDA

- 2021 March is Texas SmartScape Month Discussion
- FY21 Work Project Discussion
- FY20 Work Project Update
- Doo The Right Thing Photo Contest Recap
- Other NCTCOG Programs and Updates
- Conferences & Events
- News & Resources
- Roundtable
- Next Meeting Dates

2021 MARCH IS TEXAS SMARTSCAPE MONTH

- Seeking feedback on suggested slogans for 2021 campaign
 - Living in Harmony – Texas SmartScape ★
 - SmartScape Your Landscape! ★
 - Texas Plants, Texas Pride: Go Native! ★
 - Join the Resistance! Against Drought!
 - Right Plant, Right Place ★
 - Texas Tough, Texas True ★
 - Beautiful, Sustainable Plants and Practices ★
 - These Plants Don't Suck!
 - Take a Step in the Right Direction and MARCH for a smarter landscape
- Follow-up with a survey to finalize slogan selection



2021 MARCH IS TEXAS SMARTSCAPE MONTH

- Seeking input and feedback on suggested graphics for 2021 campaign
 - SmartScape landscaping with butterflies, birds, bees and other insects. Child examining a butterfly or bug. ★
 - Feature native grasses. Show diversity between “traditional” flowering options and native/adaptive grasses, highlighting how they help add texture, structure, and winter interest. ★
 - Beautiful residential landscape with home photos. ★
 - Prominently feature the coneflower.
 - Watercolor visuals of plants, showing common and scientific name as well as roots. ★
 - SmartScape plants not gulping water while non-SmartScape plants look like they are drinking lots of water.
 - Plants with legs marching towards a landscape area or people marching with SmartScape labeled plants toward a flower bed.
- Task Timeline:
 - Graphics complete by mid-December
 - Support materials complete before January



FY21 PROJECT DISCUSSION

Webinar & Training Topic Suggestions

Topics Focused on Members:

- Small Scale BMPs
- America's Water Infrastructure Act
- Source Water Impacts
- Low-Impact Design (include examples, best practices, lessons learned)

Topics Focused on Residential Concerns:

- Lawn Care & Landscape Design
 - Shade Landscaping for Homeowners, HOAs & Landscapers
- Pet Waste
- Water Conservation and Pollution
- Watershed Protection Flood Safety
- Healthy Creeks and Waterways – Vegetation and the Flow of Healthy Waterways



FY21 PROJECT DISCUSSION

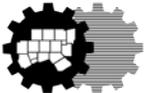
Desired Dates & Times

Dates:

- Best Day Monday – Friday?
- Months/Weeks to avoid?

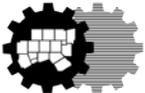
Times:

- Morning
- Afternoon
- Either



FY20 PROJECT UPDATE

- The North Texas Community Cleanup Challenge has been postponed until 2021
- Landing page and data collection form have been updated to say the website is under development
- Will resume work on landing page in the coming weeks
- Creating additional social media toolkits for the holidays, November/December and January, to carry momentum forward
 - November/December – Plastic free holidays
 - January – Resolution to go on a Plastic Diet



DOO THE RIGHT THING

Results of the 2021 Doo the Right Thing Photo Contest

- 189 pledges and photo entries received
 - 172 eligible entries
 - Pledges from residents of >29 cities
- Entry period was open from July 1st through August 31st
- Voting period was open to PETF members via survey September 3rd through September 18th
- Received votes from 14 PETF members
- Began posting and using the new format October 1st, 2020.



Follow DTRT on social media!

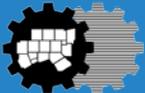
 @DooNorthTexas

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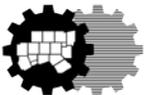


OTHER COG PROGRAMS AND UPDATES



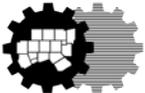
IDDE & STORMWATER MONITORING UPDATE

- **Illicit Discharge Detection and Elimination (IDDE)**
- Upcoming Meeting – December 10 2020 at 9:30. Location - MS Teams
 - Roundtable members will discuss upcoming training opportunities for FY21.
- **Regional Wet Weather Characterization Program (RWWCP)**
 - RWWCP is in the fourth year of the program term.
 - Beginning phase of implementation of Best Management Practices Analysis and Evaluation Plan.
 - Program participants will start BMP data collection efforts.



TMDL UPDATE

- FY2021 TMDL Activities have been postponed due to delayed contracts from TCEQ.
- All previously scheduled Fall 2020 TMDL subcommittee meetings have been postponed until NCTCOG receives an executed Work Order and Notice to Proceed from TCEQ.





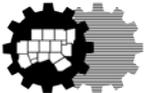
**Wastewater
And
Treatment
Education
Roundtable**

WATER UPDATE

- Currently accepting commitments for the FY2021 Work Program online at www.nctcog.org/envir/public-works/water-cost-share
- 2020 Holiday Grease Roundup will run from Nov. 23rd, 2020 to Jan. 4th, 2021
 - For more information, please contact Hannah Allen at hallen@nctcog.org.
- [Simple Life Cycle of Drinking Water Educational Explainer Video](#) now available!
- Upcoming WATER meeting: December 8, 2020 at 10:00 AM

CONFERENCES & EVENTS

- EPA Trash Free Waters Webinar: [Experiences and Lessons Learned from Trash Capture Projects](#) – Thursday, November 5, 2020, 12:00 pm – 1:00 pm CST
- [14th Annual North Texas Regional Water Conservation Symposium](#) (Virtual) – November 10th – 12th, 2020
- [DCCCD Sustainability Summit](#) (Virtual), Friday, November 6, 2020



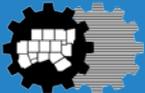
NEWS & RESOURCES

- EPA Trash Free Waters Articles:
 - August – [“What You Need to Know About Microfiber Pollution”](#)
 - September – [Rethinking Plastic Packaging - How Can Innovation Help Solve the Plastic Waste Crisis?](#)
- EPA Toolkit: Waste in Our Waters: [A Community Toolkit for Aquatic Litter Removal](#)
- Study: [Towards Control Strategies for Microplastics in Urban Water](#)
- Take Care of Texas – Curated List of [Resources for Parents and Teachers](#)
- [TPW – CO-OP Grant](#): open for applications through Nov. 6
- Video: [Balloon Litter: Say No To Letting It Go! Inspirational alternatives to balloon releases.](#)



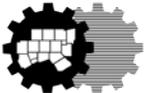
ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



NEXT MEETING DATES

- RSWMCC – Next meeting is November 11, 2020
- PETF – Next meeting is January 20, 2021
- P2 Task Force – Next meeting is TBD
- IDDE – Next meeting is December 10, 2020
- iSWM – Next meeting is January 13, 2021



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