

North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Subcommittee of the Regional Stormwater Management Coordinating Committee

Wednesday, April 9, 2025

Microsoft Teams

1. Welcome and Introductions.

UPDATE ITEMS

2. **2025 Doo the Right Thing Contest.** Dates and information for the 2025 Doo the Right Thing campaign will be announced.

NCTCOG shared details and timing of the upcoming Doo the Right Thing (DTRT) campaign and asked members if they would support piloting paid advertising on social media to help boost engagement with the DTRT program online. This would be a new initiative and strategy for the stormwater group that has worked with other NCTCOG programs. The DTRT program saw a big decline in 2024 due to changes in social media.

Renee Esses, City of Coppell, supports the idea of boosting the posts with paid advertising and then assessing the impact afterwards to decide if we need to revamp the program into something that drives more traffic. Lindsey Tashman, City of Mansfield, shared that this time of the year is one of the busiest for the social media team and they would prefer to promote the campaign after August when they are not already communicating so many other water and environmental messages. Kristen Tanz, City of Burleson, shared the perspective that low campaign engagement might be due to the campaign being the same over and over again and it may be time to change things again. Caleb Naylor, TRA, asked if partnering with vets or animal shelters for program promotion has ever been explored as it may get more eyes on the program than paid social media. NCTCOG shared that aside from following shelters on social media through the DTRT social media accounts, direct engagement with shelters or vets has not been done before. Judy Schmidt, City of Dallas, shared the many ways Dallas engages on the topic of pet waste. Dallas works with shelters by dropping off materials and information monthly to help build relationships; includes the topic in the social media outreach for the city; engages with the topic in public outreach events; has a flyer that is given out with pet waste bags; participates in "Clear the Shelter" events; and lastly, they put pet waste info into the water bill inserts once a year to help educate on this topic.

In addition to engaging with the official DTRT social media platforms, members were asked what would help them engage with and promote the regional DTRT program more - physical media, such as flyers, or going back to providing social media toolkits for members. Many members were in support of receiving program assets like social media toolkits or promotional flyers to make it easier to work with their communication teams on editing and promotion of the program. NCTCOG will investigate what resources and assets can be provided to members in the future to help support the regional DTRT campaign.

3. **2026 March is Texas SmartScape Month.** NCTCOG will lead a discussion on campaign slogan ideas for the 2026 March is Texas SmartScape Month campaign.

NCTCOG staff lead a discussion on slogan ideas for the 2026 March is Texas SmartScape Month and requested members share any slogan ideas they have. Following the meeting, a survey will be sent out to

members in the coming weeks to vote on and confirm the selection of a slogan for the coming year. Slogan suggestions that were received during the meeting include:

- Plant Smart. Grow Native.
- Rooted in Nature, Grown with Wisdom
- Native Plants. Smarter Landscapes.
- Grow What Belongs. Plant Native.
- Smart Choices. Native Voices.
- Native by Nature. Smart by Design.
- Think Local. Plant Native.
- Smart Planting Starts at Home—Go Native.
- Nature Knows Best. Go Native.
- Smarter Yards Start with Native Plants.
- Smart Planting for the Heart of Texas.
- When in Drought...Native Plants Sprout.

Ethan Harrison-Weil, City of Carrollton, shared that they like the slogans which focus on the "Texas Tough" angle as there is a lot of interest from people who already care about native plants, and they are already bought into the message for a lot of reasons. It is good to find ways to reach people who might have more of an interest in state pride than pollinators, for instance.

Renee shared that something that could be added to the campaign would be to highlight the benefit of the Texas SmartScape website for North Central Texas. This website is the right resource for this NORTH Texas region; we are not Austin or San Antonio so would like to look at how can we focus in on our region with this website and messaging for the program. Andie McClure, City of Carrollton, shared that their favorite graphics to use and display are the bright-colored pollinator sheets "plant these to save the bees / plant these to see a hummingbirds wings".

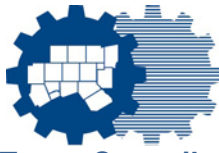
Staff wrapped up the discussion on Texas SmartScape by sharing that the event calendar is functional once again on the website. If members are hosting plant sales or SmartScape related events, please reach out to staff with details and any links by email to info@txsmartscape.com.

4. **2025 North Texas Community Cleanup Challenge.** NCTCOG staff will provide an update on the 2025 North Texas Community Cleanup Challenge and Mayor's Challenge.

Staff shared an update on the North Texas Community Cleanup Challenge which now has twelve participating communities. This list currently includes the cities of Allen, Carrollton, Edgecliff Village, Fort Worth, Frisco, Garland, Grapevine, Mansfield, Plano, Sachse, Richardson, and Weatherford. Currently, only the community of Mansfield has also confirmed their participation in the Mayors Challenge. There is still time until April 15th for interested communities to still join the Community Cleanup Challenge and Mayors Challenge by emailing staff their intent to participate at stormwater@nctcog.org. Staff reminded participants to please add the external id of "CCC25" to all cleanup entries in the Texas Litter Database to ensure all their activities are counted.

NCTCOG attempted to do an update of the NTCCC leaderboard but was unable to retrieve any data for participants. Staff reached out to Keep Texas Beautiful (KTB) asking for information on why the litter reports that have been posted by participants are not viewable and when they will be made available. Several participating communities confirmed they have entered their data, but it is not shown in the Texas Litter Database yet. Staff believe this may be related to updates to the website platform this past fall but will share what KTB's response is with participants. Mitchel Davis, City of Richardson, shared that, like other communities, they entered events into the database several weeks ago and that KTB knows about the issues with events not appearing right away.

5. **PETF FY25 Work Program Update.** NCTCOG will provide an update on the FY25 Work Program and Special Projects.



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Staff shared that the Stormwater Educator's Toolbox has recently been updated on the NCTCOG website. Broken links were either removed or updated. Suggestions for new additions to the toolbox are always welcome and can be submitted to stormwater@nctcog.org.

The yard waste outreach materials are undergoing finalization of language for several different options. Once the language is complete, design updates will begin. Staff are investigating the ability to create modular templates in Canva as has been requested by members to allow for customization of these resources. Updated drafts will be shared electronically.

The doorhangers for residential enforcement and education are also undergoing finalization of language and options. Next, the design process will also begin with investigating the ability to create modular templates that allow for customization by members. These drafts will also be shared electronically with members.

Finally, the "Show and Tell" events where members can share public education and outreach presentations and their favorite outreach and giveaway items is being split into two separate events. At the in-person July PETF meeting, members will have an opportunity to share their favorite outreach and giveaway items to take advantage of the in-person format as the best avenue for sharing those items. A virtual roundtable for sharing outreach and educational presentations is being planned for later in the year as staff work to confirm interested presenters.

DISCUSSION

6. **FY26 Work Program Discussion.** NCTCOG will initiate a discussion on the Fiscal Year 2026 Work Program.

NCTCOG staff opened a discussion with members on the activities in the draft FY2026 Work Program and sought input on what members' needs are for the coming year. Members were asked these questions to help guide the conversation:

- What current NCTCOG stormwater resources and programs are most beneficial?
- How do they support your MCM needs?
- In FY26, what can we focus on in the work plan to support PETF members?
- Are there any gaps that could be filled with a special project?

Members shared that for help in addressing MCM 1, public education and outreach, having educational meetings/trainings/seminars would be beneficial.

For addressing MCM 2, public involvement/participation, stormwater trainings or workshops, similar to the way things are shared on the SmartScape calendar of events, would be helpful with the audience for this resource being residents or external groups. If there are speakers or training happening nearby, or a more accessible way to research where everything is all in one place, that would be particularly useful to have. Kristen Tanz mentioned that Heather Bass, Tarrant Regional Water District, has been awesome to work with on educational programming related to water conservation.

Renee Esses echoed the idea of somewhere [a resource] members can share what is going on around the region with speakers. The challenge is they do not have the ability to easily do these things. If there was somewhere that has this information all together, it would be easier for members to push out the information and resources. The new permit is very clear about if there is a speaker, and they want to reference or share it, that collaboration is encouraged. She is thinking about how she can bring these great resources into Coppell. If there is an information clearinghouse for researching and sharing, COG could serve as the information clearinghouse. Kristen Tanz agreed with the idea of a clearinghouse and further recommended a way for people to directly submit things into it to relieve some of the administrative burden from COG. Renee acknowledged that we are not only doing things locally but doing things with regional mindset; possibly include TMDL resources.

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As a follow up to the regional clearinghouse idea, Kristen Tanz requested a shared calendar or resource where stormwater members can get ideas from one another.

To wrap up the discussion, staff pressed members for information on the Public Education Task Force Activity Report - whether it is useful and what components are most valuable. Members shared they are always thinking about the activity report and the associated metrics to answer questions about what audience is being reached and what is being shared. Renee mentioned the usefulness of the activity report and website traffic - anything that we can keep in there to measure data, audience, and traffic - would be helpful.

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

7. **Other Stormwater and NCTCOG Program Updates.** NCTCOG will share recent and upcoming activities of the Illicit Discharge Detection and Elimination, Stormwater Monitoring, 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.

Regional Resources:

Staff shared the final versions of the water conservation signage that is aimed at educating and impacting positive behavior change with municipal building occupants. A limited number of the completed signs will be available to order for free. Communities who are interested should reach out to Alyssa Knox at aknox@nctcog.org to express their interest by May 7th. All orders are expected to be delivered by the end of July. Mitchell Talley shared that the City Manager's office for Mesquite has a sign policy, and he would need to get the signs for public viewing to be approved by CMO prior to installation.

Illicit Discharge Detection and Elimination (IDDE):

The group will have their next joint meeting with Pollution Prevention on April 15th at the NCTCOG offices.

Regional Wet Weather Characterization Program (RWWCP):

NCTCOG staff are still coordinating with TCEQ on the continuation of the program into a new monitoring term. NCTCOG submitted the new term proposal back in January 2024. TCEQ has confirmed that the review is in process as of March 2025. NCTCOG is awaiting their review feedback.

TMDL Program:

NCTCOG's TMDL Program will host a Green Asset Management (GAM) Webinar on April 29, 2025, at 10 AM (CT) via [Microsoft Teams](#). Presentations will be provided from the University of New Mexico's Southwest Environmental Finance Center (Southwest EFC) and Texas A&M AgriLife. For any questions, please contact Casey Cannon: ccannon@nctcog.org.

New TMDL I-Plan Task Force Updates:

The I-Plan Task Force meetings will continue through May. Meeting dates and links are listed here:

- **On-Site Sewage Facility (OSSF) Task Force:** 9:30 am, April 10, 2025, [Microsoft Teams](#).
- **Monitoring Coordination Task Force:** 1:30 pm, April 29, 2025, [Microsoft Teams](#).
- **Education and Outreach Task Force:** 9:30 am, May 12, 2025, [Microsoft Teams](#).

For any questions, please contact Joy Douglas: jdouglas@nctcog.org.

Wastewater and Treatment Education Roundtable (WATER):

Save the date for the 2025 Holiday Grease Roundup (HGR). It will be held from November 17, 2025, through January 9, 2026. The 2024 HGR Results are that fifty-one participants, through sixty-two drop off locations, had a total of 9,080 gallons of grease collected. The next WATER meeting will be held on April 17, 2025, at Cedar Hill's Traphene Hickman Library. This is to include a networking lunch so **RSVP** is requested by April 14th if interested in attending. Please contact Hannah Ordonez, hordonez@nctcog.org, with questions or interest in the WATER group.

Water Quality Management Plan (WQMP):



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NCTCOG invites local governments, citizens, and other organizations to comment on the Draft 2025 Update to the North Central Texas WQMP. The target dates for public comment are May 19th – June 20th. The WQMP is available as an interactive mapping tool at <https://www.nctcog.org/envir/natural-resources/water-resources> under the green banner titled “Current Water Quality Management Plan.” Written comments referencing the 2025 WQMP Update may be submitted by June 20, 2025, to NCTCOG, Environment & Development, P.O. Box 5888, Arlington, TX 76005-5888, or by email to EandD@nctcog.org. If you have questions about the Draft 2025 WQMP Update, please call 817-695-9221.

Conferences & Events:

- Keep Texas Beautiful 2025 Annual Conference, May 5-7, 2025, Austin
- Project WILD Combo Workshop, May 28-29, Denton. The registration deadline is May 12th.
- TCEQ Environmental Trade Fair & Conference, June 3-4, 2025, San Antonio
- Stormwater Pollution Prevention Practices During Construction for Plan Reviewers (June 3) and Field Inspectors (June 4), NCTCOG Offices
- National Marine Educators Association Conference, June 29-July 3, 2025, Lafayette
- StormCon, August 26-28, 2025, Orlando
- Green Communities Conference, September 17-18, Waco
- International Erosion Control Association’s Annual Conference, March 1-4, 2026, Fort Worth
 - Call for abstracts currently open.

Outreach & Engagement Opportunities:

- Water Efficient Products Sales Tax Holiday: May 24-26, 2025
- United Nations World Oceans Day: June 8, 2025
- Pollinator Week: June 16-22, 2025
- Texas Water Development Board’s Texas Rain Catcher Awards applications due: June 30, 2025
- Plastic Free July Campaign: July 1-31, 2025
 - Local government resources

News and Resources:

- The State of Public Sector: Green Stormwater Infrastructure Webinar
 - Webinar Recap & Recording
- EPA and USACE to review “waters of the United States” (WOTUS) definition
- Federal Bill reintroduced - Building Native Habitats and Federal Facilities Act (H.R. 6832)
 - Press release & Bill text

8. Roundtable. Members will share what is happening in their communities.

Carrollton: Phase 2 of the stormdrain art contest just wrapped up. They had five more murals painted downtown for their contest to bring that connection between environment and infrastructure and it was cost effective for them to do. Can learn more about their storm drain art content [here](#).

Cedar Hill: Have a Community Cleanup and Arbor Day beautification event this weekend with a tree giveaway. 415 volunteers have signed up for this event so far which will be out at the new library.

Dallas: Just finished the Art Contest for Water Conservation. Have placed the winner images on t-shirts and other items. They are working on earth month coordination with the Dallas Public Library through events they are hosting with master gardeners called “Plant Tales” at the library. This weekend they have several events, including Oak Cliff Earth Day. Dallas is also a big sponsor of earthX. The 21st event is free to register for and will have some interesting talks taking place. During the earthX Conference, on Wednesday there will be a Climate Symposium which is also free. Have many other ongoing programs like pet waste outreach.

Hurst: Recently we had a Pints and Pets event which was very enjoyable. They promoted Doo the Right Thing along with the new dog park; had bookmarks, and pet waste bags and holders to hand out. Had a big screen showing the opening day for the Rangers game. Just got the renewal permit in and are still setting up the programs. They just became a Level 3 community as they have hit 40,000 in population.

Mesquite: Keep Mesquite Beautiful is managing the events for public education currently. Nothing much is happening in Mesquite at the moment other than performing industrial inspections. They now have a kit for dry weather screenings and will begin screenings as soon as the weather is good. Dallas is hosting a Teams meeting for construction and industrial inspections with the *Where Does It Go* site that are very beneficial for Stormwater Specialists. Mesquite had a meeting with Half & Associates concerning how to reduce ph. in their creeks. They also received a notice of review for their stormwater permit from TCEQ and are waiting for the review to get the new five-year permit.

North Richland Hills: Submitted their stormwater permit which is still under review.

Denton: Denton had its annual Great American Cleanup in March which was hosted by Keep Denton Beautiful. The annual Redbud Festival will be on May 4th. In the next month or so, they will be publishing a piece on fertilizers in the city's utility bill insert newsletter.

Burleson: On April 26th they will have their big trash bash; had a gardening and irrigation event. Hoping to have a septic system class in May and will have other irrigation focused classes for homeowners.

Grand Prairie: Will have an Earth Day event at Epic Central on April 19th with over eighty vendors. Will have the stormwater booth and a free tree give away.

Tarrant County: Did a Savage Cabbage event out on the Stella Rossen Prairie in Fort Worth and had about thirty people show up to help. They learned a lot about the tools and supplies needed for this event next time.

Duncanville: Had to reschedule their cleanup and shred event to April 26th where residents can bring items to shred or dispose of their trash/brush. Waiting for their Phase II approval.

TRA: Working on the agenda of a septic clinic with the Johnson Co. Extension Agent. March cleanup around Bowman Ranch went very well. They cleaned up around 1000 lbs. of litter, particularly a lot of fishing litter. Working with UTA on their Big Event to have students come out for a clean-up event in Fort Worth. Recently, they were at an expo talking with people from all over the world where they gave out lots of dog waste bags. Also just premiered a new animated series for kids, one of the upcoming episodes will be focused specifically on stormwater.

Lewisville: Lewisville Lake Environmental Learning Area (LLELA) is hosting Mariposas and their annual city-wide cleanup on Saturday April 12th. Also, on April 26th they will be hosting Color Palooza, which is designed to showcase the rich cultural, artistic, and eco-friendly spirit of Lewisville.

Richardson: Just had their trash bash a few weekends ago along with a shredding event, collection of oil/grease, and trees and mulch giveaways. Have about two hundred people who went out. They collected 250 pairs of eyeglasses with the Lions Club and collaborated with the police department for an electronics drive.

Coppell: Earth Fest will be at the Biodiversity Education Center on April 26th. They are buying a stream table product called Emriver that they are excited to be buying.

Mansfield: Earth Day Mansfield is coming up; have May 4th litter clean up after that.

Allen: Have submitted their stormwater permit.

9. **Next Meeting Dates.** The next meeting is scheduled for Wednesday, July 23, 2025, at 9:30 a.m. at NCTCOG offices.

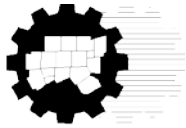


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10. Adjournment.

If you have any questions regarding the meeting or agenda items, please contact Crysta Guzman at (817) 695-9107 or 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 call (817) 608-2363 or email Ashley Barnett, abarnett@nctcog.org, at least 72 hours in advance of the meeting. Reasonable accommodation will be made to assist your needs.



Stormwater Public Education Task Force

Wednesday, April 9, 2025
9:30 a.m., Microsoft Teams



MEMBER SIGN IN SHEET

NAME	SIGNATURE	ORGANIZATION
Mary Abercrombie		City of McKinney
Heather Berryman		City of Forth Worth
Paula Breysacher		City of Garland
Sophia Briones	X	City of Dallas
Staci Cervini		City of Bedford
Andrea Chick		City of Plano
Mayra Cordova-Garcia		Trinity River Authority
Radwan Dalu		City of Dallas
Grace Darling		Green Arlington Foundation
Brenna Davis	X	City of Duncanville
Mitchel Davis	X	City of Richardson
Grayson Dean		City of Frisco
Robert Diaz		City of Farmers Branch
Lisa Duello		City of Burleson
Madisson Dunn	X	City of Southlake
Ryan Edmondson	X	Texas A&M Forest Service
Renee Esses	X	City of Coppell
Heather Firn	X	Trinity River Authority
Crystal Flannery-Bachicha		City of Frisco
Lauren (Betz) Foust	X	City of Cedar Hill
Adam Gottlieb		NTTA
Fred Harding	X	City of Lewisville
Jeff Haynes	X	DART
Duane Hengst	X	City of Hurst
Karen Herrera	X	City of Lewisville

Kevin Hill		City of Dallas
Julian Holmes	X	City of Mansfield
James House		Town of Prosper
Sayaka Koga	X	City of Denton
Jason Longbine		City of Lewisville
Annette Lucas		McAdams
Teri McBride		City of Richardson
Andie McClure	X	City of Carrollton
Bridell Miers		Collin County
Cheyenne Moore		City of Fort Worth
Maria Moreno	X	Tarrant County
Gregg Moss		City of Grapevine
Katie Myers		TRWD
William Nahas		City of Allen
Carlos Navarro		City of Dallas
Caleb Naylor		Trinity River Authority
Danea Newman		City of Richardson
Tuan Ngo	X	City of North Richland Hills
Brianna Nisi	X	City of McKinney
Nicholas Nix	X	City of Forney
Megan Paliwoda		City of Fort Worth
Hannah Parks	X	City of Irving
Joshua Pauling		City of Hurst
Jennifer Rovezzi		City of Denton
Judy Schmidt	X	City of Dallas
Nicholas Salas	X	Tarrant County
Kofi Sam		NTTA (Atkins)
Stephanie Samczuk	X	City of Allen
Tyler Spence		City of Bedford

Mitchell Talley	X	City of Mesquite
Kristen Tanz	X	City of Burleson
Lindsey Tashman	X	City of Mansfield
Ethan Harrison-Weil	X	City of Carrollton
Asciatu Whiteside		DFW Airport
Kylie Wieden	X	City of Grand Prairie
Trenecia Williams		DFW Airport
Michelle Wood-Ramirez		TRWD