

North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Subcommittee of the Regional Stormwater Management Coordinating Committee

Wednesday, July 19, 2023

9:30 a.m., Metroplex Conference Room,
NCTCOG Offices

1. Welcome and Introductions.

UPDATE ITEMS

2. **March is Texas SmartScape Month.** NCTCOG will recap the *2023 March is Texas SmartScape Month* campaign performance.

Staff provided an update on the effect of the March is Texas SmartScape Month campaign on website performance over the months of March and April. The website has continued to see high and sustained volumes of traffic year-over-year. This spring, the website peaked with 3,747 users on March 27th with website usage continuing to stay high throughout April. The most visited webpage is the plant search page. This spring, the most searched plants were Texas Sage and Gregg's Mistflower.

3. **2023 Doo the Right Thing Campaign.** NCTCOG will provide an update on the *2023 Doo the Right Thing* campaign.

The submission period the Doo the Right Thing Photo Contest closed on June 30th. The contest received 87 submissions from residents in 24 cities across the region. The public voting period is set to open on Monday, August 7th and close on August 25th. The featured winners will then be posted to the Doo the Right Thing social media accounts from October 2023 through September 2024. Members are encouraged to share the contest voting information and continue to engage with the Doo the Right Thing social media accounts online.

4. **2023 North Texas Community Cleanup Challenge.** NCTCOG will provide an update on the 2023 North Texas Community Cleanup Challenge.

Staff presented the results of the 2023 North Texas Community Cleanup Challenge (NTCCC). The City of Mansfield topped the Leaderboard and will take home both the NTCCC trophy as well as the Mayors' Challenge trophy. In total, fourteen communities signed on to participate in the NTCCC and three took the extra step to participate in the Mayors' Challenge. The full wrap up report and infographic will be drafted in the coming weeks and posted to the program page.

5. **PETF Activity Reports.** NCTCOG will provide a look at upcoming PETF Activity Report periods.

Activity Reports for PETF will be forthcoming over the next several months coinciding with annual reporting periods. Members are encouraged to update NCTCOG staff with any changes to contact information to ensure there is not a delay in receiving the information.

DISCUSSION/ACTION ITEMS

6. **PETF FY23 Work Program Discussion.** NCTCOG will provide an update on the Fiscal Year 22/23 Work Program Special Project and gather feedback on progress.

Progress on video development has been slowed due to the need to manually animate the character Rain Drop and need to support other program activities such as the Doo the Right Thing campaign and North Texas Community Cleanup Challenge among others. With these activities winding down, staff expect to resume making progress on the videos again in the coming months. Updates may be shared with members via email ahead of the next meeting.

7. **PETF FY24 Work Program Discussion.** NCTCOG staff will facilitate a discussion on member submitted work project ideas for the Fiscal Year 2024 Work Program. Members will be asked to discuss and finalize a selection.

NCTCOG staff led a discussion on the FY24 Work Program and how some activities will align with the pending new Stormwater General Permit, but some potentially will not have the best alignment. Staff will be looking to members for feedback and assistance over the coming year in examining how current PETF programs and activities fit with the scope of the new permit and changes to MCMs.

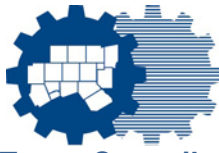
Jeff Haynes, DART, explained that for their entity education will be strictly with their own employees. DART reaches out to schools for other safety talks and has started to incorporate some stormwater education into those talks. With the splitting of education and public outreach into two different MCMs with the new permit term, there may be challenges for some entities to find appropriate activities for both. Jeff recommends bringing this conversation to the Regional Stormwater Management Coordinating Council to discuss how they see their permits changing with the new permit term.

One activity that was discussed is using HOAs and community volunteers to install curb markers. Members can find a [list of vendors](#) who participated in past cooperative purchases of curb markers on the PETF [program page](#).

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

8. **Other Stormwater and NCTCOG Program Updates.** NCTCOG will update the PETF on items of interest, upcoming conferences and events, news, and resources of relevance.

- **Illicit Discharge Detection and Elimination (IDDE):**
 - Next Meeting will be on December 7, 2023, in person at NCTCOG Offices. Meeting information is available online.
- **Regional Wet Weather Characterization Program (RWWCP):**
 - NCTCOG staff is coordinating with TCEQ on the continuation of the program into a new permit term. Staff are also developing the RFP for new permit term. The current schedule is to resume monitoring activities in 2024.
- **Joint TMDL Stormwater & Wastewater Technical Subcommittee:**
 - Will hold their next meeting on August 1, 2023, via Microsoft Teams.
- **Upper Trinity River Basin Coordinating Committee:**
 - Will hold their next meeting on August 23, 2023, at NCTCOG Offices. This meeting will include a presentation from TxDOT on their MS4 Permit.
- **Wastewater and Treatment Education Roundtable:**
 - Save the Date for the next Annual Holiday Grease Roundup scheduled to take place from November 13, 2023, through January 13, 2024.



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- The next meeting will be held on July 20, 2023, at NCTCOG Offices. This meeting will include a panel discussion on best practices for grease collection containers.

Please refer to the [meeting presentation](#) for a full list of conferences, events, news, and resources of relevance to the group.

9. **Roundtable.** Members will share what is happening in their communities.

Denton: In recent water utility bill, promoted smart gardening, lawn care, and environmental issues and events. Also promoting through booths and newsletters.

North Richland Hills: Had an audit with TCEQ earlier this year with no findings.

Burleson: Renewing stormwater permit; planning a Trash Bash to take place in September; sending out stormwater information to residents, restaurants, car dealerships focused on grease.

DART: Receive letter from the TCEQ local branch. There were no findings in a recent audit. DART has been posting SmartScape messages on their buses for years and is open to discussing changing out the messaging from July onwards. Perhaps highlighting the Do the Right Thing program over the Summer and then back to SmartScape in time for Fall planting efforts. NCTCOG will follow up with DART on the offer.

Mansfield: Have a general stormwater pollution prevention training coming up. Holding a Creekside Cleanup in the Fall.

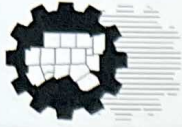
Frisco: Hold stream cleanups in the Fall and another cleanup in Spring. This year, expanded with four more called Workday Wednesdays throughout the summer. Hope to continue them into the Fall as it has been successful so far. Have been working to get a Stream Team program going in Frisco and will be certified as a trainer soon after completing training. Hope to get an active group going in Frisco. Working with HOA volunteers to mark stormdrains.

10. **Next Meeting Dates.** The next meeting is scheduled for Wednesday, October 18, 2023, at 9:30 a.m. Venue and format details are pending.

11. **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!

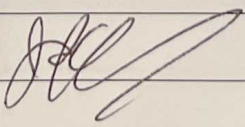
If you plan to attend this public meeting and you have a disability that requires special arrangements at the meeting, please call (817) 695-9231 or email Liliana Sheppard, LSheppard@nctcog.org, at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.



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MEMBER SIGN IN SHEET

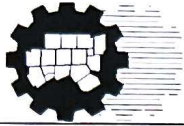
NAME	SIGNATURE	ORGANIZATION
Lauren Betz		City of Cedar Hill
Paula Breysacher		City of Garland
Mitchell Carpenter		Tarrant County
Cody Cash		City of Irving
Jody Cason		City of Garland
Andrea Chick		City of Plano
Gail Copening		City of Richardson
Mayra Cordova-Garcia		Trinity River Authority
Radwan Dalu		City of Dallas
Grace Darling		Green Arlington Foundation
Robert Diaz		City of Farmers Branch
Lisa Duello		City of Burleson
Madisson Dunn		City of Southlake
Renee Esses		City of Coppell
Heather Firn		Trinity River Authority
Crystal Flannery-Bachicha		City of Frisco
Jennifer Glinka		Town of Little Elm
Adam Gottlieb		NTTA
DeMonica Gooden		City of Dallas
Kristie Halverson		City of Dallas
Jeff Haynes		DART
Duane Hengst		City of Hurst
Kevin Hill		City of Dallas
James House		Town of Prosper



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Kevin Hurley		City of Dallas
Wesley Layfield		City of Bedford
Tilly Law		City of Grand Prairie
Jason Longbine		City of Lewisville
Dillon Luna		Town of Northlake
Annie Mattia		City of McKinney
Teri McBride		City of Richardson
Andie McClure		City of Carrollton
Cheyenne Moore		City of Fort Worth
Maria Moreno		Tarrant County
Gregg Moss		City of Grapevine
Katie Myers		TRWD
William Nahas		City of Allen
Tuan Ngo		City of North Richland Hills
Brianna Nisi		City of McKinney
Joshua Pauling		City of Hurst
Ted Pick		NTMWD
Candace Price		Trinity River Authority
Jayce Proctor		City of Irving
Chandani Rana		UT Dallas
Jennifer Rovezzi		City of Dallas
Carolyn Russell		City of Plano
Rebecca Sales		City of Mansfield
Kofi Sam		NTTA (Atkins)
Stephanie Samczuk		City of Allen
Judy Schmidt		City of Dallas



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Joshua Spencer		City of Dallas
Kristen Tanz		City of Burleson
Vijaya Tummala		EnviroServices & Training Center LLC
Duy Vu		City of Cedar Hill
Melissa Walker		City of Arlington
Andrew Wallace		City of Dallas
Asciatu Whiteside		DFW Airport
Kylie Wieden		City of Grand Prairie
Julie Winchell		City of Cleburne
Michelle Wood-Ramirez		TRWD

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