

Public Education Task Force

Wednesday, October 16, 2019

9:30 am, Tejas Conference Room



North Central Texas
Council of Governments
Environment & Development

Agenda

- FY20 Project Discussion
- Doo the Right Thing
- 2020 March is Texas SmartScape Month
- FY19 Project Update
- Stormwater Cooperative Purchase
- Other NCTCOG Program Updates
- Conferences & Events
- Roundtable

FY20 Project Discussion

- ▶ Targeting plastic litter and floatables
 - ▶ Desired outcome/result: reduction in plastic litter on ground/in water
- ▶ Potential Educational Outreach & Activities:
 - ▶ Litter video
 - ▶ Social media posts
 - ▶ Challenges / Clean-up events
 - ▶ Partnerships
- ▶ Timeline for Educational Outreach & Activities?

FY20 Project Discussion

Resources:

- ▶ [Time To Recycle](#)
- ▶ [Skip the Straw](#)
- ▶ [Plastic Free July](#)
- ▶ [Plastic Pollution Coalition](#)
- ▶ [Keep Texas Beautiful](#)
- ▶ [Plastic Film Recycling](#)
- ▶ [Trash Free Texas](#)





Doo the Right Thing

- 179 pledges and photo entries
 - 160 eligible entries
 - Pledges from citizens of 31 cities
- Entry period was open from May 1st through June 30th
- Voting period open July 22nd through September 2nd
- Received 261 votes from participants in 66 cities
- Taking orders through 10/23 for cities who would like to order a generic 2020 calendar
- Print files will be available for city branding/logos





Doo the Right Thing – Brand Refresh!

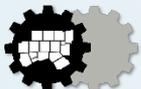
- Undergoing a brand refresh for FY2020 with new logo(s)
- Designated Social Media accounts
 - Twitter @DooNorthTexas
 - Instagram @DooNorthTexas
 - Facebook @DooNorthTexas
- Social media “toolkits” created for 2020 calendar year in collaboration with TMDL
 - Sample of toolkit packet available today
 - Toolkits rolled out on a quarterly basis throughout 2020
 - Quarterly social media toolkits will be available on the [Public Education Task Force](#) page of NCTCOG website

2020 March is Texas SmartScape Month

- Next year's theme is: **Native. Adaptive. Attractive.**
- Seeking input on draft graphics for the campaign
 - Follow-up via email for graphics development
- Task Timeline:
 - Graphics complete by mid-December
 - Support materials complete before January

2020 March is Texas SmartScape Month

Draft Option 1



2020 March is Texas SmartScape Month

Draft Option 2



2020 March is Texas SmartScape Month

Draft Option 3



2020 March is Texas SmartScape Month

Draft Option 4



www.txsmartscape.com

FY19 Work Project – Educational Videos

- ▶ Review storyboard for [Litter](#) video
- ▶ Storyboards currently under development for “Yard & Lawn Care” and “Pool Care”
- ▶ Storyboard and draft video feedback *can be* coordinated via email and surveys
- ▶ Allowed two revisions per *video*



Stormwater Cooperative Purchase

- ▶ Currently, survey results show several members plan to utilize the program this year
- ▶ [Survey](#) will remain open through November 1, 2019
- ▶ Additional info on program to follow in coming weeks/months
- ▶ PLEASE NOTE: To order from a Choice Partner contract, an ILA should be set up between city and Choice Partner

WATER Update

- ▶ Cease the Grease: 2019 Holiday Grease Roundup will run from Nov. 25 to Jan. 6.
 - ▶ Request a free container for FOG collection from Hannah Allen by November 8th.
 - ▶ NCTCOG will provide promotional materials and flyers.
 - ▶ Visit: [Defend Your Drains North Texas](#) for more info.
- ▶ **Pretreatment Industrial Inspections Training:**
November 14, 2019

TMDL Update

- Egret Rookery Management Workshop: October 23, 2019
- TMDL Stormwater Technical Subcommittee Meeting: October 29, 2019
- Supplemental Environmental Projects Webinar: November 12, 2019
- TMDL Wastewater Technical Subcommittee Meeting: November 19, 2019

Other NCTCOG Updates

- iSWM

- Next meeting is January 8, 2020

- RSWMCC

- Next meeting is November 13, 2019

- PETF

- Next meeting is January 29, 2020

- P2 Task Force

- Next meeting is November 6, 2019

- IDDE

- Next meeting is December 12, 2019

Events and Conferences

- Texas Plastic Pollution Symposium (Galveston),
October 29
- DCCCD Sustainability Summit (Mesquite),
November 8

Roundtable

What's happening in your city?



Contact

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