

PUBLIC EDUCATION TASK FORCE

Wednesday, October 19, 2022

9:30 am, Microsoft Teams



AGENDA

- 2023 March is Texas SmartScape Month Update
- 2022 Do the Right Thing Campaign Recap
- 2022 North Texas Community Cleanup Challenge Recap
- FY22/23 Work Program Discussion
- PETF Activity Reports
- Other NCTCOG Programs and Updates
- Conferences & Events
- News & Resources
- Roundtable
- Next Meeting Dates

2023 MARCH IS TEXAS SMARTSCAPE MONTH

- 2023 Slogan: When in Drought, Plant Native!
- Corresponding graphics have been delayed, anticipate availability by end of December
- Campaign resources to be shared via email:
 - Campaign graphics
 - Example longform newsletter
 - Short blurb for bill inserts or other marketing assets
- At next meeting, please come prepared with slogan suggestions for 2024



DOO THE RIGHT THING CAMPAIGN

Doo the Right Thing social media photo contest and educational campaign

- Winners: Posted October 2022 – September 2023
- Contest Participation: **203 entries** representing **80 cities**
- Like and follow Doo the Right Thing on social media
 - Twitter @DooNorthTexas
 - Instagram @DooNorthTexas
 - Facebook @DooNorthTexas

Learn more about DTRT on the [program page](#)



Meet the winner of the Summer category,
Defender Carson!

Age: 8 year old Australian Cattle Dog
Hobbies: Walks, car rides and going to the beach!

Carson and his family protect the our local watersheds in the DFW area. Learn more about our program at www.DfwStormwater.com/PetWaste.

DOO THE RIGHT THING

NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

2022 North Texas Community Cleanup Challenge Recap

 **NEW** [2022 Community Cleanup Challenge Wrap-Up Report](#)

 **NEW** [2022 Community Cleanup Challenge Infographic](#)

[Post-challenge survey](#) for 2021 & 2022 NTCCC participants

Congratulations City of Grand Prairie!



FY22 WORK PROGRAM UPDATE

- FY2022 Special Project Update:
- Review of draft storyboard/script – [Why Stormwater is Important](#)
- Review of [vocabulary bank](#)

- Seeking Volunteers for Next Steps:
 - List of resources for teacher/adults
 - Actions for adults to take



PETF ACTIVITY REPORTS

Activity Reports – captures the activities and metrics of PETF campaigns, initiatives, and associated websites. Free resource for cost-share members to aid in preparing annual reports.

Upcoming reporting periods:

- August 13, 2021 to August 12, 2022 - **Complete**
- October 1, 2021 to September 30, 2022 – **In Development**
- December 13, 2021 to December 12, 2022
- January 1, 2022 to December 31, 2022
- January 24, 2022 to January 23, 2023

Changes to your annual reporting period dates or contact info? Please contact Crysta Guzman, cguzman@nctcog.org.



OTHER COG PROGRAMS AND UPDATES



EPA TRASH FREE WATERS PROJECT

Task 4: Changing Business Practices

- Green Restaurant Program and Toolkit
- Single-Use Plastic Reduction Workgroup Meeting, Microsoft Teams, November 7, 2:30 – 3:30 pm
- Will review resources for **city** toolkit and **restaurant** toolkit
- Two options for involvement
 - Option 1: Register to attend workgroup and receive toolkits
 - Option 2: Receive toolkits only to provide feedback
- Email Crysta Guzman, cguzman@nctcog.org, or Elena Berg, eberg@nctcog.org, with interest or questions



IDDE & STORMWATER MONITORING UPDATE

Illicit Discharge Detection and Elimination (IDDE)

- Recently held Industrial Inspectors Workshop in Mansfield.
- Upcoming Meeting – December 8, 2022, information [online](#).

Regional Wet Weather Characterization Program (RWWCP)

- RWWCP is in the fifth year of the permit term.
- Continuing implementation of the Best Management Practices Analysis and Evaluation Plan (BANEP).
 - NCTCOG is working with Atkins on finalizing BMP data and Final Report. The deadline has been extended through November 30, 2022.
- NCTCOG staff is coordinating with TCEQ on the continuation of the program into a new permit term. NCTCOG staff is also developing RFP for new permit term.



TMDL UPDATE

- Upcoming TMDL Meetings:
 - **Joint TMDL Stormwater & Wastewater Technical Subcommittee:** October 11, 2022 at 9:30 AM via Microsoft Teams
 - During this meeting, NCTCOG will be presenting the “*Don’t Feed the Birds*” and “*No Muss, No Fuss – Be Wise When You Flush*” draft educational explainer videos and scripts for review.
 - **Upper Trinity River Basin Coordinating Committee:** February 15, 2023, at 9:30 AM via Microsoft Teams





**Wastewater
And
Treatment
Education
Roundtable**

WATER UPDATE

- Now accepting participants for the 2022 Holiday Grease Roundup – scheduled for Nov 14 – Jan 9!
- The [FY2023 Work Program](#) is available online for review and financial commitments are being accepted via email.
- Upcoming WATER meeting:
 - October 20, 2022, at 10:00 AM at NCTCOG Offices
- WATER Point of Contact:
 - Hannah Allen at hallen@nctcog.org

CONFERENCES & EVENTS

- [Texan by Nature Conservation Summit](#), November 2, Dallas with Hybrid Option
- [Dallas College Sustainability Summit](#), November 4, Farmers Branch
- [North Texas Regional Water Conservation Symposium](#), November 17, Coppell



NEWS & RESOURCES

- Stormwater Article - [Stormwater and Trash/Plastics](#)
- EPA & NMSA's - [Aquatic Trash Prevention Information and Resources for Stormwater and Solid Waste Practitioners](#)
- GovLove Podcast: [Using Education to Reduce Trash in DC Waterways](#)
- The [President's Environmental Youth Award](#)
- [Adopt-A-Stormdrain Program](#) in St. Cloud, MN
- [Take Care of Texas Video Contest](#) (grades 6-12)
- Article: [Tree Giveaway for Stormwater Mitigation](#)



ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



NEXT MEETING DATES

- RSWMCC – November 9, 2022
- PETF – January 18, 2023
- P2 Roundtable – December 7, 2022
- IDDE – December 8, 2022
- iSWM – January 11, 2023



CONTACT

Crysta Guzman – PETF, P2, RSWMCC

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

Casey Cannon – IDDE, Stormwater Monitoring, iSWM

Environment & Development Planner
North Central Texas Council of Governments
ccannon@nctcog.org
817.608.2323

Carolyn Horner - RSWMCC

Sr. Environment & Development Planner
North Central Texas Council of Governments
chorner@nctcog.org
817.695.9217

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EandD@nctcog.org



nctcog.org/envir

