



North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Wednesday, January 19, 2022

9:30 a.m., Microsoft Teams

1. Welcome and Introductions.

PRESENTATION ITEMS

2. **2022 March is Texas SmartScape Month.** Campaign resources for the 2022 March is Texas SmartScape Month campaign will be presented.

Graphics for the 2022 March is Texas SmartScape Month campaign were presented to the group. SmartScape plants featured in the graphics include Turks Cap, Flame Acanthus, and Shrubby Skullcap. An alternate image with the SmartScape logo but no additional text is available. Also available on the [NCTCOG website](#) are a newsletter blurb, which is suited for things such as water bill inserts, and a newsletter article suited for longer form articles or newsletters.

If your community will be hosting native and adaptive plant sales or other SmartScape related events this year, please let NCTCOG staff know, and they will add them to the SmartScape [Plant Sale](#) and [Event](#) calendars respectively.

3. **PETF Activity Reports.** An update on the status of recent Activity Reports will be shared.

All current Activity Reports for the following reporting periods have been completed and shared with members:

- August 13, 2020 to August 12, 2021
- October 1, 2020 to September 30, 2021
- December 13, 2020 to December 12, 2021
- January 1, 2021 to December 31, 2021

The next Activity Report for the reporting period of January 24, 2021 to January 23, 2022 will be completed in the coming weeks. If you should have received a copy of one of the Activity Reports or have a reporting period that is different than those listed and would like it added to the list of Activity Reports, please contact Crysta Guzman, cguzman@nctcog.org.

4. **Educator's Toolbox.** A reminder and overview of the Stormwater Educator's Toolbox will be given.

As it has been several years since its completion, NCTCOG staff gave an overview of the [Stormwater Educator's Toolbox](#) for those who are new to the Public Education Task Force. The Educator's Toolbox is a free resource on the NCTCOG website that was compiled with input by members of the PETF. It contains resources developed by NCTCOG, local governments, state agencies and others. The resources in the toolbox can be sorted by grade level, topic, resource type, and locality.

The Educator's Toolbox was completed in 2015 and overhauled in 2017 but is meant to be a living resource that is periodically updated. If members have suggestions for new resources to add to the Educator's Toolbox, please contact Crysta Guzman, cguzman@nctcog.org.

5. **North Texas Community Cleanup Challenge Update.** NCTCOG staff will provide the results of the 2021 North Texas Community Cleanup Challenge and an update on the 2022 campaign.

The winner of the inaugural North Texas Community Cleanup Challenge (NTCCC) and the Mayors' Challenge was the City of Fort Worth. An [infographic](#) that captures the highlights of the 2021 NTCCC is available for download for those who wish to share it with their communities. A full Wrap-up Report is currently under development and will be shared with members once completed. Staff recently completed a new [informational page](#) for the NTCCC on NCTCOG's website. The informational page will house items such as Wrap-Up Reports, infographics, FAQs, and other historical information that does not live on the [NTCCC website](#).

The 2022 NTCCC has been scheduled for the months of March, April, and May of 2022 to cover all spring related cleanup activities happening around the region. The reporting deadline for cleanup data to be entered is June 30, 2022. Registration for the 2022 NTCCC will open soon and be announced via email blasts and newsletters. Staff are looking for ways to tweak and improve the Cleanup Challenge and are seeking input from members and last year's participants. For suggestions and questions about the Cleanup Challenge, please contact Crysta Guzman, cguzman@nctcog.org. For technical assistance or questions related to registration and user accounts, please contact Brian Geck, bgeck@nctcog.org.

DISCUSSION/ACTION ITEMS

6. **FY22 Program Update and Discussion.** An update on the FY22 Work Program Special Project will be given and input requested from members.

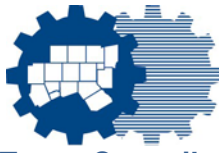
Upon conducting initial research, staff would like to form a small advisory group to help guide the development of the FY22 special project to ensure that the resources are developed incorporating the Texas Essential Knowledge and Skills (TEKS) standards as was desired by the group. The advisory group will help 1) identify the best or most appropriate TEKS standards for the selected grades, 2) outline scripts for the videos that are appropriate across the grade range, and 3) outline teacher resources for each grade. The advisory group will meet via Teams monthly or as needed to complete the work. If interested in participating in the advisory group, please contact Crysta Guzman, cguzman@nctcog.org, by February 2, 2022. Members are encouraged to consider volunteering to host a filming site once that portion of the project begins.

7. **FY23 Program Timeline and Discussion.** NCTCOG staff will initiate a discussion on 2023 March is Texas SmartScape Month campaign slogan ideas and provide a timeline for selecting a Fiscal Year 2023 Work Program special project.

With some portions of the work program needing to be decided months in advance of the coming fiscal year, staff initiated a discussion on the March is Texas SmartScape Month campaign slogan for 2023. Selecting a campaign slogan early in the year allows the Communications Team an opportunity to capture supporting images throughout the whole growing season. The group was encouraged to provide their suggestions on a slogan for coming year during the meeting and via email post meeting to Crysta Guzman, cguzman@nctcog.org, over the coming weeks. All received suggestions will be compiled and distributed via a survey to the PETF by early March. During the meeting, Jesse Tate, Burlson, and Julie Winchell, Cleburne, brought up the prevailing concerns over a drought in 2022 and potentially a multi-year drought cycle. When crafting and considering slogans for the coming year, members may want to keep the potential of drought in mind. Suggestions received during the meeting include:

- When in drought plant native
- No doubt in a drought with SmartScape
- These plants won't pout in a drought
- Texas Dry, Plant Smart

At the next PETF meeting on April 20, 2022, staff will initiate a discussion on a special project for FY23. Members are encouraged to brainstorm and bring their suggestions for discussion to that meeting. Following that meeting, all received suggestions will be compiled and distributed via a survey to the PETF unless further discussion and clarification of ideas and details are needed at the July PETF meeting.



North Central Texas Council of Governments

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

8. **Other Stormwater and NCTCOG Program Updates.** NCTCOG staff will share recent and upcoming activities of the IDDE, Stormwater Monitoring, TMDL, and Wastewater and Treatment Education Roundtable, and Trash Free Waters programs. Staff will also provide an overview of upcoming conferences, events, news, and resources of relevance to the group.

TREE COOPERATIVE PURCHASE:

NCTCOG staff shared an update about the proposed tree cooperative purchase that was presented at the PETF meeting on October 20, 2021. The proposed program would have a Replacement Program to help source and replace in the immediate future trees which were lost on local government properties to winter storm Uri. A Planting Program would focus on sourcing trees for future years for residential giveaway programs or replacement for local government properties. The NCTCOG Procurement Team would need to have input from a user focus group on how many of each type or species of trees are needed in the near term for the Replacement Program and how many of each type or species of trees are need for each year thereafter. The goal would be to collect needed information in time for the Procurement team to issue an RFP over the summer. If you have general questions about the program or would like to share a list of growers that your entity has contracted or worked with in the past, please contact Crysta Guzman. If you are interested in joining the focus group to help work out details to be included on the RFP, please contact Craigan Johnson at cjohnson@nctcog.org.

TRASH FREE WATERS PROJECT:

The EPA Trash Free Waters Program has recently completed several toolkits as part their Engage and Educate tasks. A Community Cleanup Challenge Toolkit has been completed that contains planning resources, checklists, and documents to help communities who are interested in conducting cleanup challenges similar to the NTCCC. The toolkit contains resources tailored for a larger regional challenge and one tailored more towards a few neighboring communities. These toolkits contain lots of great checklists, advertising suggestions, and a few social media templates that would be worth checking out.

The Local Government Trash Reduction and Education Toolkit was also recently completed. This toolkit is a consolidation of existing resources developed to assist local and regional governments, nonprofit organizations, and other entities who are seeking to engage and educate their communities on the topics of watersheds, litter, aquatic debris, and cleanup initiatives. The toolkit contains resources such as initiatives and campaigns to engage with, funding opportunities, resources to help curb illegal dumping, educational toolkits and reports, videos and more. Both of these toolkits can be found on the Trash Free Texas website.

Under development are several resources for the Plogging and Recreational Cleanup Toolkit such as templates for educational signage for "plogging waste stations". Drafts of these resources will be presented at the next Recreational Litter Cleanup Advisory Group on February 2, 2022 and finalized in the coming months. The Trash Free Waters project team is seeing several communities who are interested in helping test or pilot the toolkit materials and providing feedback. If you are interested, please contact Crysta Guzman, cguzman@nctcog.org.

The Trash Free Waters Project team will be hosting a webinar on February 10, 2022, at 10:30 am titled "Making the Most of New Resources for Reducing Litter". This webinar will touch on the toolkits mentioned above, information on the new Partner Packet, and have a presentation from Keep Texas Beautiful on the Texas Litter Database, including a demonstration on how to use the database. If you are interested joining this webinar, please register in advance.

ILLICIT DISCHARGE DETECTION AND ELIMINATION (IDDE)

The next Illicit Discharge Detection and Elimination (IDDE) meeting will be on March 31, 2022, at 9:30 am via Microsoft Teams. The next training event for IDDE will be the Basic Dry Weather Field Screening. The City of Irving has volunteered to provide the venue and the City of Carrollton has volunteered to present. A spring date of late April or early May is pending. Capacity will likely be limited so members are encouraged to register early once the registration process opens.

REGIONAL WET WEATHER CHARACTERIZATION PROGRAM

The Regional Wet Weather Characterization Program is in its fifth year of the program term. The Program has begun implementation of the Best Management Practices Analysis and Evaluation Plan (BANEP). All participants met with the consultant and NCTCOG and have set a BMP Data submission deadline of April 15, 2022.

TOTAL MAXIMUM DAILY LOAD

There are several upcoming meetings for the Total Maximum Daily Load (TMDL) committees.

- The joint TMDL Stormwater and Wastewater Technical Subcommittee will meet on January 27, 2022 at 9:30 am via Teams.
- The Upper Trinity River Basin Coordinating Committee will meet on February 15, 2022, at 9:30 am via Teams.
- The TMDL Monitoring Coordination Forum Subcommittee will meet on March 3, 2022, at 9:30 am via Teams.

WASTEWATER AND TREATMENT EDUCATION ROUNDTABLE

The Wastewater and Treatment Education Roundtable (WATER) has their next meeting on April 14, 2022, at 10:00 am with the location to be determined. The WATER group recently concluded their 2021 Holiday Grease Roundup on January 10, 2022 and will present the results at the upcoming meeting.

CONFERENCES AND EVENTS:

The EPA will be holding a webinar on January 20, 2022, via Zoom titled "Outreach and Education for Trash Free Waters – What Makes a Successful Campaign?".

Trash Free Texas Webinar "Making the Most of New Resources for Reducing Litter" will be hold on February 10, 2022 at 10:30 am via Microsoft Teams.

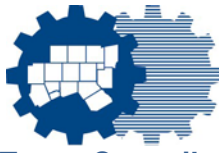
NEWS AND RESOURCES:

On January 6, 2022, as part of their series Showcasing Leading Practices in Climate Adaptation, NOAA hosted a webinar titled Green Stormwater Infrastructure. That recording can now be accessed on their website. The webinar describes community experiences in deciding to use green stormwater infrastructure, monetizing and quantifying benefits, developing critical stakeholder partnerships, and using available tools to evaluate options to include in adaptation plans. The webinar highlighted resources and tools from the EPA and the water sector that communities may use to evaluate or plan for GSI options in their adaptation plans.

The funding opportunity Five Star and Urban Waters Restoration Grant Program 2022 is now open and proposals are due by January 25, 2022. The program will award approximately \$2.6 million in grants nationwide this year.

The funding opportunity Governor's Community Achievement Awards is administered by the Texas Department of Transportation and Keep Texas Beautiful and is now open with applications are due by February 17, 2022. The funds are to be used for landscaping projects along local rights-of-way and any community in Texas can enter to win.

The 2022 Wyland Mayor's Challenge for Water Conservation is just around the corner. It is an annual month-long campaign that promotes water quality and water resource resiliency. The campaign, which



North Central Texas Council of Governments

runs April 1-30, 2022, is designed to: save consumers money, save infrastructure and operating costs for cities, promote drought resiliency, and protect watersheds and ecosystems.

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

Arlington: Fish Creek Cleanup Challenge is scheduled for the end of January. Will be focusing on pesticide reduction initiatives in March.

Carrollton: Doing lots of education outreach at schools this week.

Cleburne: Working through permitting and other issues. Staffing restrictions due to COVID is limiting ability to run large campaigns for spring litter cleanup events.

Burleson: Jesse Tate introduced himself to the group. Burleson has several pocket prairie programs going on and will hold a Trash Bash on May 14th. Have been doing litter cleanups as a “clean where you are” and have residents report back where they left their trash for city to go pick up. Due to COVID, the last four events have not had the usual post cleanup event pizza celebration with volunteers.

Dallas: The City of Dallas is revitalizing a litter task force due to litter issues in the city. The Outreach Team met the stormwater mandates for the last fiscal year 100% and exceeded 63% of the target areas. Dallas reached an average of 382 people per day through a variety of outreach and engagement formats such as: onsite, direct mail, and virtual. Like many other member cities, worried about drought.

Farmers Branch: Good things are happening with the new Sustainability Department. Staffing and unknown of COVID has Farmers Branch focused on online events for the time being and waiting to schedule in person events. Keep Farmers Branch Beautiful is a partner on cleanup events and is presently struggling with maintaining volunteers. City of Farmers Branch did receive Technical Approval of the SWMP. The public notice is still a draft so waiting on TCEQ to send it.

Grapevine: Submitted the 3rd year of the Annual Report to TCEQ at the end of December but still don't have an “accepted” SWMP. Everything else is business as usual.

Irving: The City of Irving is presenting next week at a citizen science event with the Texas Parks and Wildlife on Irving's involvement with the Texas Stream Team. Looking at implementing Environmentally Sensitive Areas for a pre-development program, along with putting more focus on Green Stormwater Infrastructure, particularly within parking lot areas.

Lewisville: Starting to work on the Annual Report. Recently found that the Construction Field Guides were out of stock on NCTCOG's webstore. Requesting to be advise when they are back in stock.

Mansfield: Not doing in person events due to COVID so ramping up online presence. Have scheduled the first 3 of 12 classes that will be taught by Master Gardeners and getting a really good response to them. Having to stay creative and working to have things online. It is looking less and less likely that Mansfield will have an Earth Day event. Will continue to do litter cleanups with contactless supply pickup, online registration and encouraging small family cleanups in their own neighborhoods instead of the large group cleanups pre-COVID.

North Richland Hills: Picked up 250 gallons of used cooking oil for the recent Holiday Grease Roundup.

Prosper: Last in person outreach event was the Christmas event. This spring the Fire Dept. will help with the Household Hazardous Waste collection event. Around Earth Day will work with schools to do the watershed model. Only one of the middle schools is not interested in doing the watershed model. Prosper will hold a Spring Cleanup this year.

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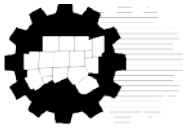
Trinity River Authority: Received a grant under the 2021 Five Star Urban Waters grant program and recently was given approval to start moving forward. It took time to receive approval as it had to first go through congressional approval. Will be working in conjunction with Fort Worth, UpSpire, TRWD, and UTA to plan, implement, install, clean and maintenance, and conduct educational outreach centered around the water goat trash barriers. Joe Pool lake is in the last few weeks of public comment period with plans to submit to EPA in March as hopefully start implementation.

10. **Next Meeting Dates.** The next meeting is scheduled for Wednesday, April 22, 2022, 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 contact Brian Geck at (817) 608-2361 or EandD@nctcog.org at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.



Stormwater Public Education Task Force
Wednesday, January 19, 2022
9:30 a.m., Microsoft Teams



MEMBER SIGN IN SHEET

NAME	SIGNATURE	ORGANIZATION
Lauren Betz	X	City of Cedar Hill
Mitchell Carpenter	X	Tarrant County
Radwan Dalu	X	City of Dallas
Grace Darlington	X	Green Arlington Foundation
Renee Esses	X	City of Farmer's Branch
Jasmine Ferrell	X	City of Mesquite
Heather Firn	X	Trinity River Authority
Adam Gottlieb	X	NTTA (Atkins)
Kristie Halverson	X	City of Dallas
Bardia Heidari	X	Texas A&M AgriLife
James House	X	Town of Prosper
Devan Jones Simmons	X	City of Carrollton
Sam Kofi	X	NTTA (Atkins)
Jason Longbine	X	City of Lewisville
Anne Mattia	X	City of McKinney
Gregg Moss	X	City of Grapevine
Tuan Ngo	X	City of North Richland Hills
Brianna Nisi	X	City of Grand Prairie
Joshua Pauling	X	City of Hurst
Jayne Proctor	X	City of Irving
Jennifer Rovezzi	X	City of Dallas
Rebecca Sales	X	City of Mansfield
Judy Schmidt	X	City of Dallas
Jesse Tate	X	City of Burleson

Duy Vu	X	City of Cedar Hill
Melissa Walker	X	City of Arlington
Asciatu Whiteside	X	DFW Airport
Julie Winchell	X	City of Cleburne