

PUBLIC EDUCATION TASK FORCE

Wednesday, October 18, 2023

9:30 am, Microsoft Teams



AGENDA

- 2024 March is Texas SmartScape Month
- 2023 Doo the Right Thing Campaign
- 2023 North Texas Community Cleanup Challenge
- FY24 Work Program Update
- Activity Reports
- Other NCTCOG Programs and Updates
- Conferences & Events
- News & Resources
- Roundtable
- Next Meeting Dates

2024 MARCH IS TEXAS SMARTSCAPE MONTH

- 2024 Slogan: *Plant Texas Smart from the Start*
- Corresponding graphics have been delayed, anticipate availability late December/early January
- Campaign resources to be shared via email:
 - Campaign graphics
 - Example longform newsletter
 - Short blurb for bill inserts or other marketing assets
- At January meeting, please come prepared with slogan suggestions for 2025



DOO THE RIGHT THING CAMPAIGN

Doo the Right Thing social media photo contest and educational campaign

- Contest Participation: **87 entries** representing **24 cities**
- Winners: Posted October 2023 – September 2024
- Like and follow Doo the Right Thing on social media
 - Twitter @DooNorthTexas
 - Instagram @DooNorthTexas
 - Facebook @DooNorthTexas

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



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

2023 North Texas Community Cleanup Challenge Recap

Congratulations City of Mansfield!

 **NEW** 2023 Community Cleanup Challenge [Wrap-Up Report](#)

 **NEW** 2023 Community Cleanup Challenge [Infographic](#)



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

2024 SAVE-THE-DATE

- March 1, 2024, through May 31, 2024
- More details to come in following months!



FY24 WORK PROGRAM UPDATE

Stormwater Educational Videos:

- NCTCOG issuing RFP to secure video animation vendor
- Updated storyboarding and video development pending securing a vendor
- Updates to be shared electronically



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.

Reporting periods:

- August 13, 2022 to August 12, 2023 – in progress
- October 1, 2022 to September 30, 2023 – in progress
- December 13, 2022 to December 12, 2023
- January 1, 2023 to December 31, 2023
- January 24, 2023 to January 23, 2024

Update: Delays due to changes in Google Analytics!



OTHER COG PROGRAMS AND UPDATES



IDDE & STORMWATER MONITORING UPDATE

Joint Pollution Prevention/Illicit Discharge Detection and Elimination (P2/IDDE)

- Next Meeting – December 7, 2023
- This meeting will be held in person at NCTCOG Offices

Regional Wet Weather Characterization Program (RWWCP)

- Phase I MS4 Participants have reviewed new permit term draft proposal. NCTCOG staff is updating draft with feedback from participants for submittal to TCEQ.
- The current schedule is to resume monitoring activities in 2024.





**Wastewater
And
Treatment
Education
Roundtable**

WATER UPDATE

- Now accepting participants! 2023 Annual Holiday Grease Roundup -- November 13, 2023 through January 13, 2024.
- Upcoming hybrid WATER meeting:
 - October 19, 2023, at 10:00 AM at NCTCOG Offices or via Microsoft Teams – [please RSVP](#)
- WATER Point of Contact:
 - Hannah Allen at hallen@nctcog.org

CONFERENCES & EVENTS

- [Dallas College Sustainability Summit](#), November 4, Irving
- [Texan by Nature Conservation Summit](#), November 6, Dallas with Hybrid Option
- [North Texas Regional Water Conservation Symposium](#), November 9, 2023, Coppell
- 2024 [Texas Water Conference](#), April 9-12, 2024, Fort Worth Convention Center



NEWS & RESOURCES

- Now Open: [EPA 2023 Environmental Education Grants](#) (submission deadline is Nov. 8, 2023)
- [Take Care of Texas Video Contest](#) (grades 6-12)
- Water is Awesome Campaign - [Texas Yard Makeover](#)



ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



NEXT MEETING DATES

- RSWMCC – November 15, 2023
- PETF – January 17, 2024
- IDDE/P2 Roundtable – December 7, 2023
- iSWM – October 18, 2023, January 17, 2024



CONTACT

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