

PUBLIC EDUCATION TASK FORCE

Wednesday, July 20, 2022

9:30 am, NCTCOG Offices



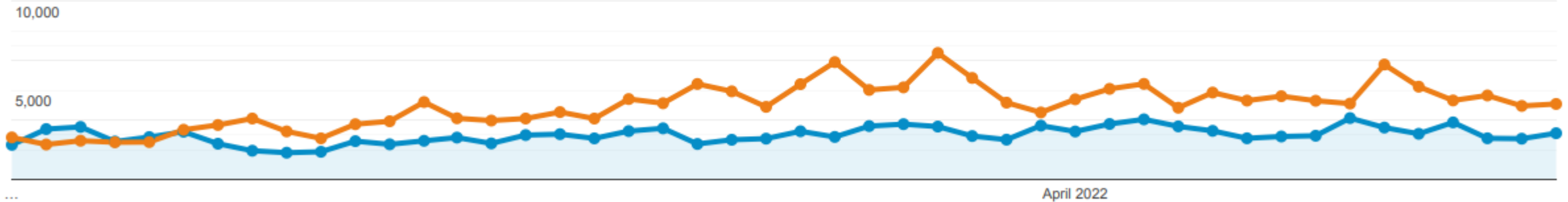
AGENDA

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

MARCH IS TEXAS SMARTSCAPE MONTH

2022 March is Texas SmartScape Month campaign performance

Mar 1, 2022 - Apr 15, 2022: ● Pageviews
Mar 1, 2021 - Apr 15, 2021: ● Pageviews



Most Visited Page:
Plant Search Page

Most Searched Plant:
Texas Sage

User Engagement Remained High Through April

DOO THE RIGHT THING CAMPAIGN


Doo the Right Thing social media photo contest and educational campaign

- Photo Contest Entry: Closed
- Anticipated Public Voting: August. 1st – 19th
- Winners: Posted October 2022 – September 2023

You can help with campaign promotion!

- Advertise the public voting period and contest link on social media or other online outlets
- 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 Results Final Leaderboard

| Rank | Community | Events | Volunteers | Bags of Litter | Score |
|------|---------------|--------|------------|----------------|----------|
| 1 | Shady Shores | 1 | 23 | 24 | 254.7993 |
| 2 | Plano | 180 | 1733 | 925 | 171.4075 |
| 3 | Fort Worth | 46 | 3394 | 3746 | 117.3282 |
| 4 | Grand Prairie | 81 | 613 | 483 | 100.3377 |
| 5 | Mansfield | 20 | 228 | 137 | 90.1697 |
| 6 | Carrollton | 71 | 287 | 419 | 86.6081 |
| 7 | Irving | 3 | 313 | 0 | 26.4806 |

2022 Results Report - In Development



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

2022 Participating Communities:

- Carrollton
- Fort Worth
- Grand Prairie
- Irving
- Little Elm
- Mansfield
- Mesquite
- Plano
- Rowlett
- Shady Shores

Save-the-Date!

- 2023 NTCCC: March 1 – May 31
- Don't forget the optional Mayors' Challenge next year!
- Issuing a post-challenge survey in coming months for 2021 & 2022 participants

THANK YOU, PARTICIPANTS!!!



FY22 WORK PROGRAM UPDATE

- FY2022 Special Project: Videos and teacher support materials, that are TEKS aligned, covering stormwater education for schools on prioritized topics:
 - 1) Why is stormwater important (stormwater protection & water quality);
Yard waste, lawn care, pesticides; Pet waste
 - 2) What to look for (around town) and how to report issues
 - 3) Native plants (and water conservation)
- Target Grades: Kinder through 4th



FY22 WORK PROGRAM UPDATE

- Watch Example Video: [*Earth's Ekko - Together We Can Make A World of Difference*](#)
- Video Storyboarding...Let's work together to set the scene!
 - Use Handout: [*FY22 Special Project Worksheet*](#)
- Seeking Volunteers for Next Steps:
 - List of resources for teacher/adults
 - Actions for adults to take
 - Definitions for vocab list



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
- October 1, 2021 to September 30, 2022
- 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 3: Engage and Educate - Plogging and Recreational Cleanups Toolkit

- Resources are complete, anticipate all items being live on [Trash Free Texas](http://TrashFreeTexas.com) website by end of week!
- Seeking several communities to “test” the toolkit resources and provide feedback
- Email Crysta Guzman, cguzman@nctcog.org, with interest or questions



IDDE & STORMWATER MONITORING UPDATE

Illicit Discharge Detection and Elimination (IDDE)

- Upcoming Meeting – July 28, 2022, information [online](#).

Regional Wet Weather Characterization Program (RWWCP)

- RWWCP is in the fifth year of the program 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 is September 30, 2022.
- NCTCOG staff is developing RFP for new permit term.



TMDL UPDATE

- Upcoming TMDL Meetings:
 - **Joint TMDL Stormwater & Wastewater Technical Subcommittee:** July 26, 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:** August 16, 2022, at 9:30 AM via Microsoft Teams
 - **TMDL Monitoring Coordination Forum Subcommittee:** September 29, 2022, at 9:30 AM via Microsoft Teams





**Wastewater
And
Treatment
Education
Roundtable**

WATER UPDATE

- 2022 Holiday Grease Roundup Request for Participants out soon!
 - New event dates: November 14, 2022 through January 9, 2023
- FY2023 Financial Commitments will be opening in September 2022. The draft [FY2023 Work Program](#) is available online for review.
- Upcoming WATER meeting:
 - July 21, 2022, at 10:00 AM via Microsoft Teams

CONFERENCES & EVENTS

- TFMA [Technical Summit](#), August 23-26, Lost Pines, TX
- [World Water Week](#) (hybrid), August 23-Sept. 1, Stockholm, Sweden
- Texas Water Resources Institute: [Texas Watershed Planning Short Course](#), Aug. 29-Sept. 1, Bandera, TX
- NPSOT [Fall Symposium](#) (hybrid), September 22-25, Alpine, TX
- [Texas Association for Environmental Education Conference](#), September 23-25, Trinity, TX
- [StormCon and WaterPro Conference](#), September 26-28, National Harbor, MD
- IECA [2022 Texas Regional Conference](#), October 11-12, Denton
- [North American Assoc. for Environmental Education Annual Conf.](#), Oct. 12-15, Tucson, AZ



NEWS & RESOURCES

- Recent EPA Trash Free Waters Webinar : [Using Clean Water Act Programs to Reduce Trash in Waterways](#), (May 26, 2022)
- [Plastic Free July](#) campaign, July 1-31, 2022
- EPA & NMSA's - [Aquatic Trash Prevention Information and Resources for Stormwater and Solid Waste Practitioners](#)
- Take Care of Texas [Free Resources](#) (English/Spanish)



ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



NEXT MEETING DATES

- RSWMCC – August 17, 2022
- PETF – October 19, 2022
- P2 Roundtable – December 7, 2022
- IDDE – July 28, 2022
- iSWM – October 5, 2022



CONTACT

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