

Regional Stormwater Management Coordinating Council Meeting

November 13, 2019



North Central Texas
Council of Governments
Environment & Development

Welcome and Introductions

Meeting Summary

- August 14, 2019 meeting summary handout
- Vote on the summary

FY2020 Reappointments and Appointments

FY2020 RSWMCC Reappointments and Appointments

- By Watershed

East Fork Watershed

Tommy Mapp (2016-2020)
Public Works Director
City of Princeton

Tracy Homfeld (2017-2021)
Assistant Director of Engineering
Collin County

Amesha Morris (2020-2022)
Stormwater Administrator
City of McKinney

West Fork Watershed

Robert Berndt (1999-2022)
Environmental Specialist
Tarrant County

Howard Redfearn (2017-2020)
Environmental Manager
City of Mansfield

Gregory Dickens (2019-2021)
Executive Director of Public Works
City of Hurst

Elm Fork Watershed

David Hunter (2017-2022)
Manager, Watershed Protection and
Industrial Pretreatment
City of Denton

Krista Pender (2015-2020)
Storm Water Program Coordinator
City of Carrollton

Perry Harts (2013-2021)
Stormwater Administrator
City of Frisco

Mainstem Watershed

Charles Brewer (2019-2021)
Director of Public Works
City of Hutchins

Lissa Shepard (2017-2022)
Senior Bridge Engineer & Floodplain Manager
Dallas County

Tad Heimburger (2013-2020)
Environmental Engineer
Dallas Area Rapid Transit

FY2020 Executive Committee

Vice Chair: Amesha Morris, City of McKinney

Chair: Brigette Gibson, City of Arlington

Past Chair: Jason Longbine, City of Lewisville

FY2020 Cost Shares

5. Commitments Received as of October 30, 2019

City/Agency	Amount	City/Agency	Amount
Addison	2,934.00	Garland*	8,898.00
Allen	5,388.00	Grand Prairie*	8,421.00
Azle	2,808.00	Grapevine	4,004.00
Benbrook	3,143.00	Haltom City	3,799.00
Cedar Hill	3,946.00	Hurst	3,660.00
Cleburne	3,387.00	Kennedale	2,668.00
Colleyville	3,219.00	Lewisville	5,750.00
Coppell	3,737.00	Mansfield	4,469.00
Corinth	3,096.00	McKinney	7,866.00
DART	2,430.00	Mesquite*	6,717.00
Denton County	3,055.00	Plano*	9,922.00
Farmers Branch	3,441.00	Richardson	5,870.00
Flower Mound	4,731.00	Sachse	3,197.00
Fort Worth*	22,722.00	Tarrant County	3,500.00
Frisco	7,600.00	University Park*	3,161.00
		Westlake	500.00

Total: \$158,039.00

* InterLocal Agreement (ILA) and Letter of Authorization (LOA) participants

A young child with light brown hair, wearing a pink hoodie, blue jeans, and pink sneakers, is crouching on a sandy bank next to a body of water. The child is reaching out with their right hand towards the water's surface. The background is a soft-focus view of the water and distant greenery. The text 'Public Outreach/Advertising Opportunities' is overlaid in white, centered on the image.

Public Outreach/Advertising Opportunities

For the stormwater program(s)



\$100-\$500/Month

Digital Advertising Avenues

- Paid/Sponsored/Boosted Social Media (500k imp/\$1k)
- Google Display Ads (10k imp/\$1k)
- Paid Google Search (10k imp/\$1k)

Traditional Advertising Avenues

- Digital Billboards (\$2,000/location, 4 weeks)
- Newspapers / Print Media (\$1-4k/ad)
- Busses/Transit (\$15-25k, 16-20 busses, 4 weeks)
- Radio (\$1,600/station, 48x 15 second spots, 4 weeks)
- Movie Theatres (\$2-4k/theatre, 6 weeks)

\$10,000-\$15,000/Month

What is your goal?

- Traffic to the website?
- Specific interaction on your website?
- Social Media Followers?
- Social Media Interactions?
- Plant plants in their yard?

How is that goal measured?

- Website visitors?
- Action on website or on social media?
- Measurable physical goal? Monitoring?
- Citizen action? Self reporting/posting?

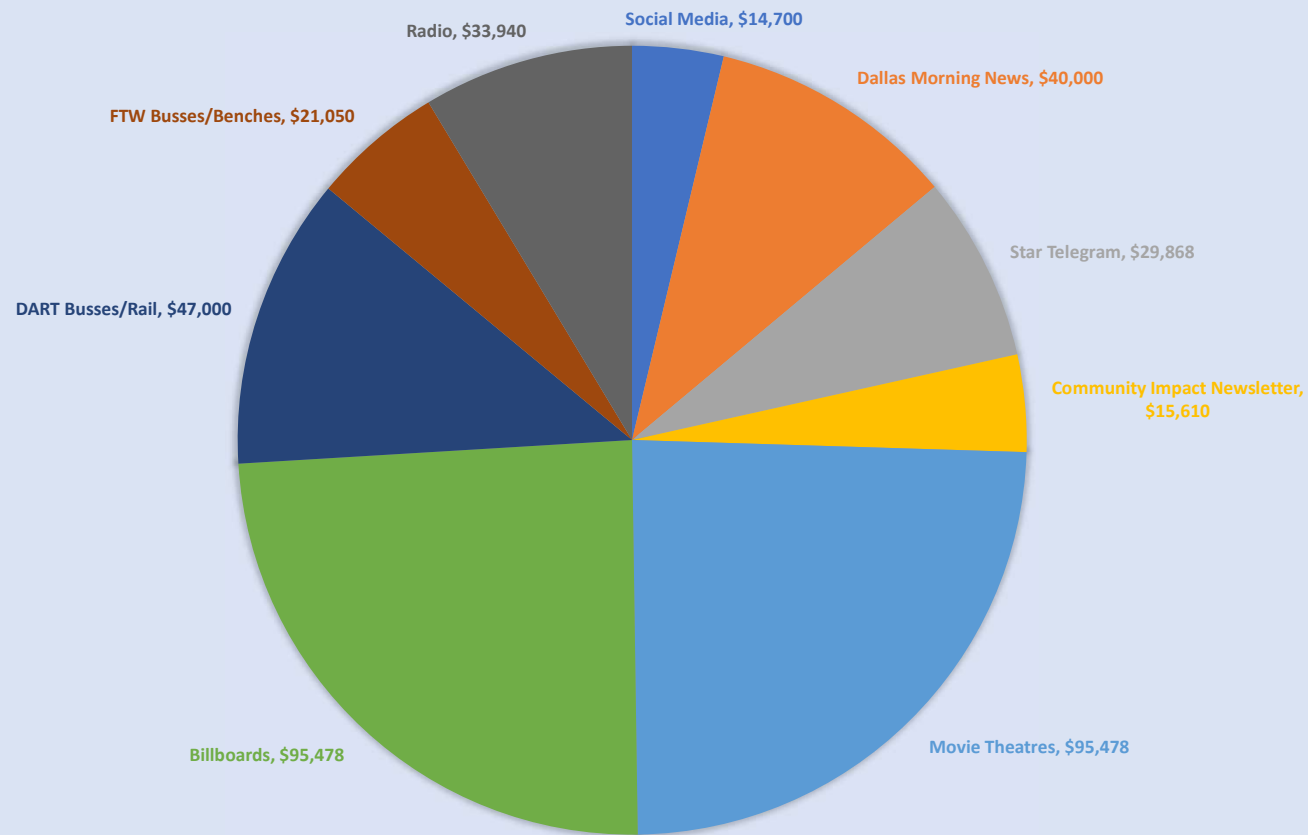
Case Study

Summer 2019
Public Outreach Campaign

DO YOU **KNOW** WHAT TO THROW?

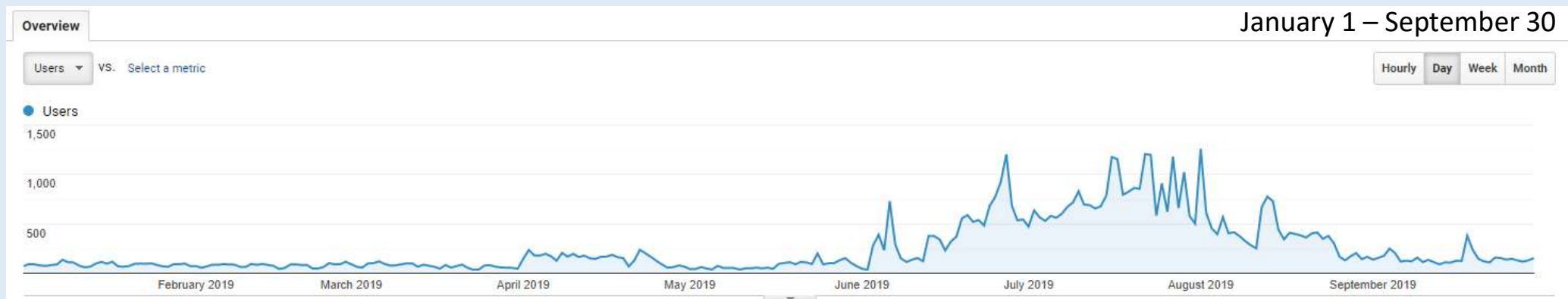


Case Study: Know What To Throw Campaign



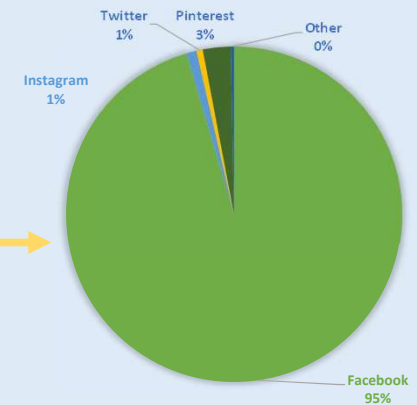
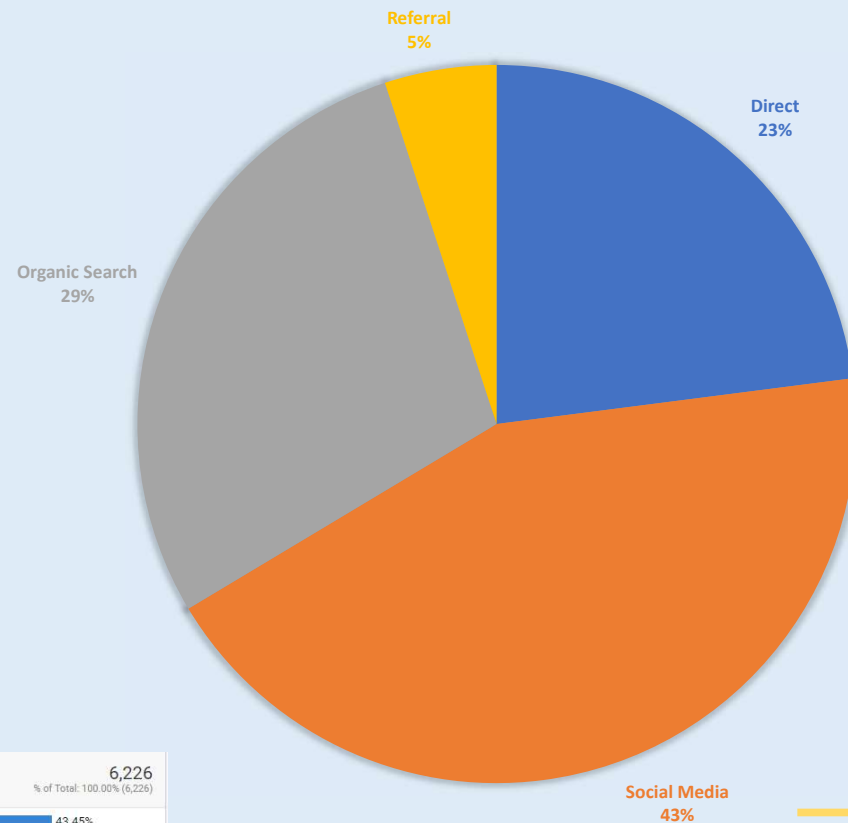
- Total advertising budget: \$392,895.61

Time To Recycle Website Traffic



Jan: 2,575 Users
Feb: 2,072 Users
Mar: 2,141 Users
Apr: 3,957 Users
May: 2,342 Users
Jun: 12,066 Users
Jul: 21,684 Users
Aug: 11,871 Users
Sep: 4,197 Users

Top Website Traffic Sources (non-campaign)

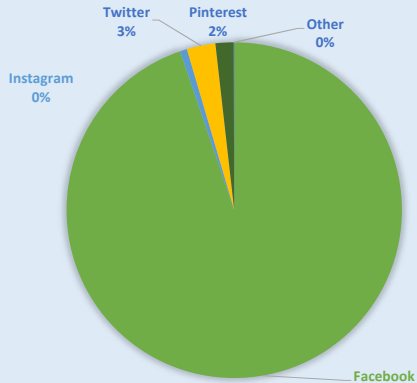


6,226 Users

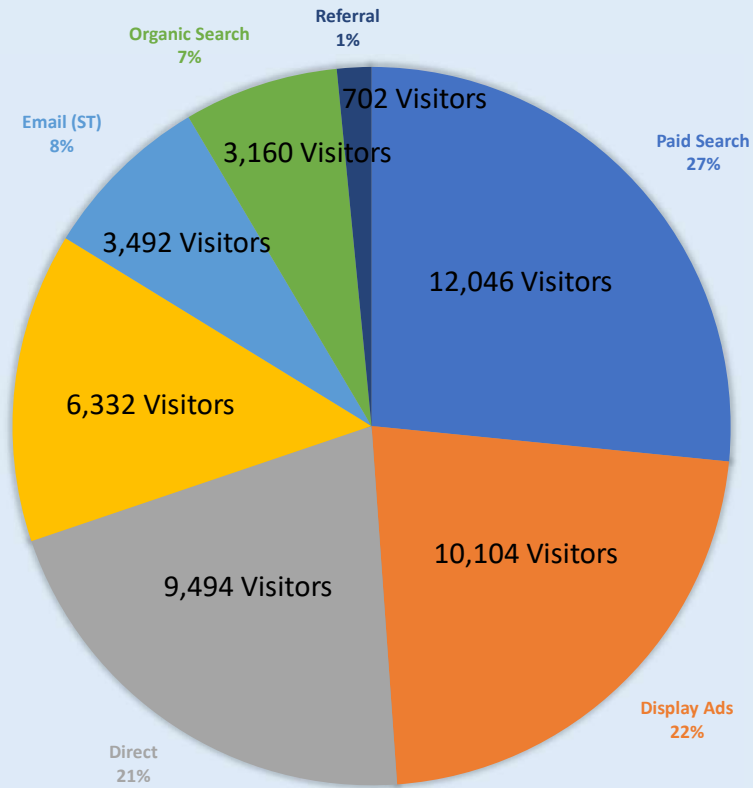
*April 1, 2019 through May 31, 2019

		6,226 % of Total: 100.00% (6,226)	6,226 % of Total: 100.00% (6,226)
1.	Social	2,736	43.45%
2.	Organic Search	1,798	28.55%
3.	Direct	1,446	22.96%
4.	Referral	317	5.03%

Top Website Traffic Sources

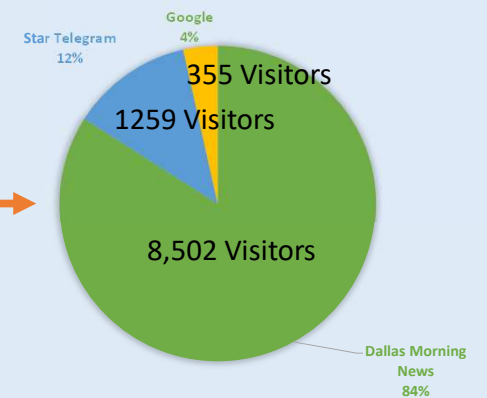


Social Media
14%



45,028 Users

*June 1, 2019 through August 31, 2019



Acquisition			
	Users	New Users	Sessions
	45,028	44,893	52,894
1 Paid Search	12,046		
2 Display	10,104		
3 Direct	9,494		
4 Social	6,332		
5 Email	3,492		
6 Organic Search	3,160		
7 Referral	702		



Social Media Advertising

Facebook

	Clicks	Cost/Click
A. Did you make a recycling mistake?	52	\$0.43
B. Surfing Carter	25	\$10.00
C. Tanglers (Chains)	30	\$4.85
D. Carousel Ad	197	\$2.54

Twitter

A. 30 Second Video Ad	35	\$6.93
B. Did you make a recycling mistake?	8	\$3.00
C. Banner Ad	5	\$1.80
D. Surfing Carter	25	\$9.98
E. No Plastic Bags	19	\$26.32

YouTube (Google)

A. 30 Second Video Ad	2	\$0.96
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 **Time To Recycle** @TimeToRecycle · Jun 22

Hang ten and keep it loose! Recyclables should be kept loose in the cart, NOT bagged in plastic. Learn more at TimeToRecycle.com/KnowWhatToThrow...

#KnowWhatToThrow #TimeToRecycle #Surf #SurfArt



**Keep recyclables
loose.**



14 76 617

The MOST important
aspect of a region-
wide campaign:

You.



7. Training Opportunities/Programs

Envirocert International training opportunities

- Currently not advertised due to cost
- Would this be an opportunity you would like to know about?

Post Construction Inspection Roundtable

- Is this an area of enough concern to create member-hosted roundtables?

8. Regulatory/Legislative Update

Water of the United States: update to the definition

On October 22, 2019, the Environmental Protection Agency and Department of the Army (the agencies) published a final rule (“Step One”) **to repeal the 2015 Rule defining “waters of the United States” and re-codify the regulatory text that existed prior to 2015 Rule.** With this final rule, the agencies will implement the pre-2015 Rule regulations nationwide as informed by applicable agency guidance documents and consistent with Supreme Court decisions and longstanding agency practice. **This final rule will become effective on December 23, 2019.**

As a result of litigation over the 2015 Rule, the 2015 Rule currently applies in 22 states, the District of Columbia, and the U.S. territories, while the pre-existing regulations apply in more than half the states. The agencies took this final “Step One” action to provide regulatory certainty and to eliminate the ongoing patchwork of regulation pending the agencies’ separate rulemaking on a proposed revised definition of “waters of the United States” (“Step Two”).

8. Regulatory/Legislative Update

Water of the United States: update to the definition con't:

With the final Step One rule, the agencies will maintain a longstanding regulatory framework that is more familiar to and better-understood by the agencies, states, tribes, local governments, regulated entities, and the public while the agencies consider public comments on the proposed revised definition of "waters of the United States." Additionally, this action will remedy the procedural defects underlying the 2015 Rule and certain substantive deficiencies recently identified by U.S. District Courts for the Southern District of Texas and the Southern District of Georgia. [Read the final Step One rule.](#)

While the litigation continues and until the final Step One rule is effective, the agencies are complying with the district courts' orders, and implementation issues that arise are being handled on a case-by-case basis. If a state, tribe, or an entity has specific questions about a pending jurisdictional determination or permit, please contact a [local U.S. Army Corps of Engineers District office](#) or [the EPA](#). Please visit "[Definition of 'Waters of the United States': Rule Status and Litigation Update](#)" for additional information.

8. Regulatory/Legislative Update

HR 4266 - Clean Water Through Green Infrastructure Act

To establish centers of excellence for innovative stormwater control infrastructure, and for other purposes. Last action 9/11/2019 – referred to Committee.

Formal summary not yet available. Please see handout for complete text.

Proposition 8

The constitutional amendment providing for the creation of the flood infrastructure fund to assist in the financing of drainage, flood mitigation, and flood control projects. Voters passed this amendment on November 5, 2019.

Please see handout for complete text.

9. FY2020 Work Program Task Force Projects

PUBLIC EDUCATION TASK FORCE

2020 Doo the Right Thing Calendar

- Finalizing the calendar and will make the print files available to the group

Stormwater Cooperative Purchase

- Will be sending out a request for orders from cities for curb markers, adhesive, and fat trapper bags

FY20 Project: Reducing Plastic Waste and Litter in Water Bodies

- Creating educational messaging toolkit for members to use Jan. – Sept.
 - Addressing types of litter and floatables,
 - Addressing why its an issue and include fact-based messages,
 - Creating educational infographics,
 - Highlighting personal challenges or “daily differences” residents can make
- Working on coordinating a region-wide Spring clean-up challenge
 - Reaching out to KTB Affiliates to piggyback on their events
 - Event must be completed during a set month and include clean-up of or be adjacent to a water body

FY2020 Work Program Task Force Projects

POLLUTION PREVENTION (P2) TASK FORCE

Online Training Portal

- NCTCOG staff putting Stormwater Pollution Prevention training video segments into an online training portal for use by Stormwater members
- Portal link can be shared with staff and requires a supervisor's email address to send the results to
- Finished Segments are:
 - Intro to Stormwater Pollution Prevention
 - Fleet Maintenance & Material Handling
 - Streets & Drainage Maintenance
- Segments nearing completion:
 - Construction Activities & Land Disturbances
 - Parks & Grounds Maintenance
 - Solid Waste Management

Mock Inspection

- Need Host, Site, & Instructor

FY2020 Work Program Task Force Projects

ILLCIT DISCHARGE DETECTION & ELIMINATION (IDDE) TASK FORCE

FY20 Training:

- Basic Dry Weather Field Screening Training
- Industrial Inspectors Workshop

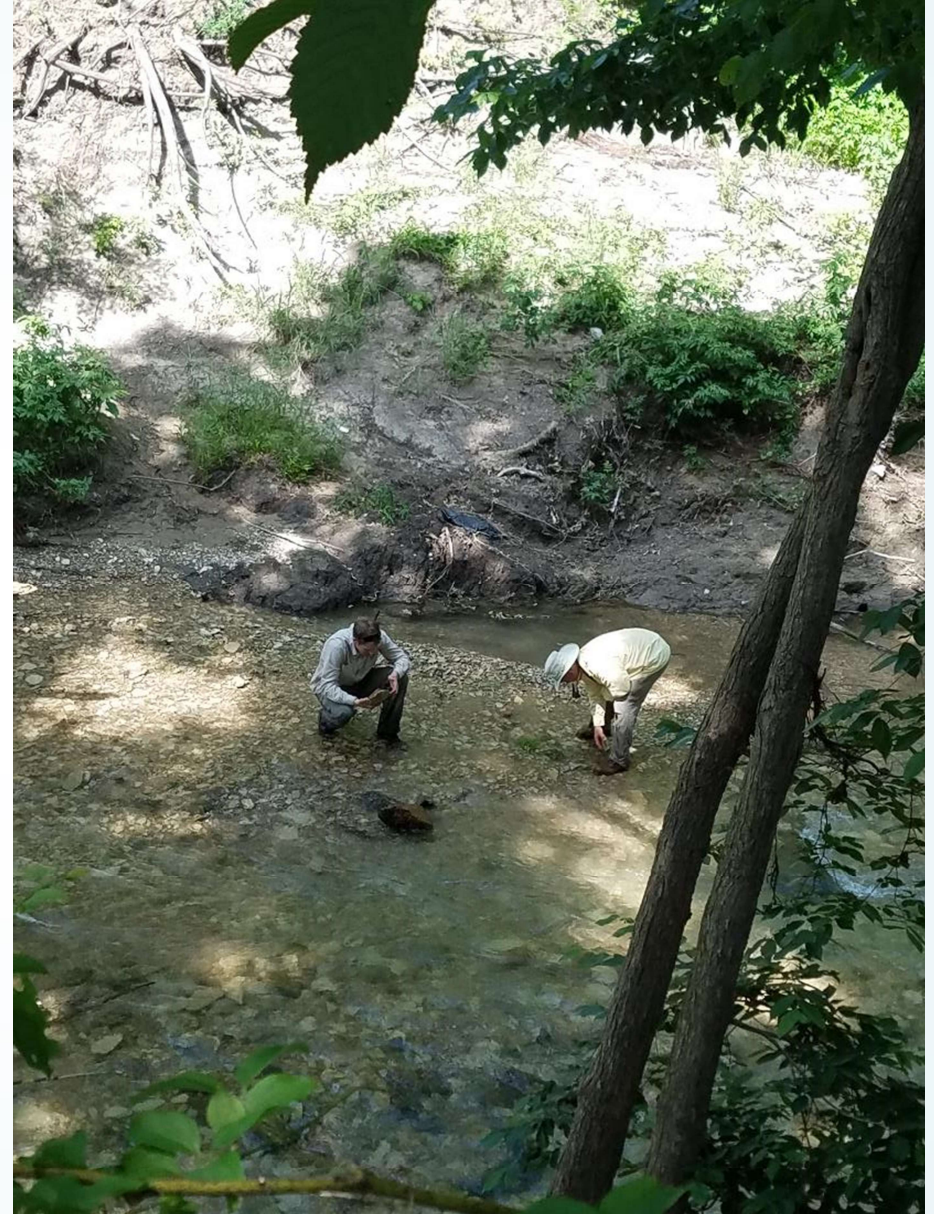
Change to Roundtable Format- Approved 7/11/19

- Focus on annual rotation of established training.
- Meetings follow a roundtable format with no formal work program.
- Any proposed projects would be brought to RSWMCC for approval.
- Program management moving from Mia Brown to Sydni Ligon.

FY2020 Work Program Task Force Projects

STORMWATER MONITORING PROGRAM **UPDATE**

- Monitoring entering second year of the program term.
- NCTCOG and Atkins to begin drafting the annual report for FY 2019.
- NCTCOG communicating with program participants to finalize BANEP.
- NCTCOG will be reaching out to the participants to gather stormwater BMP information.
- NCTCOG in the process of updating the stormwater monitoring webpage.



Point of Contact: Sydni Ligons, sligons@nctcog.org.

Other NCTCOG Program Updates

10. NCTCOG Programs

OTHER ENVIRONMENT / DEVELOPMENT PROGRAMS **UPDATE**



iSWM Workshop Updates:

Technical Meeting of iSWM Adopters

- First of three workshops has been scheduled for **November 22 at 10AM.**

Reorganize/Re-evaluate Site Development Controls

- Held the first of three workshops to discuss new best management practices and technologies. Gathered feedback on BMPs that could be removed and changes that would make current iSWM manual easier to use.

iSWM Designation Implementation Workshop

- Held the second of three workshop on Tuesday, October 22nd. Workshop included an overview of the iSWM program and case studies from communities that have adopted iSWM.

Point of Contact: Sydni Ligons, sligons@nctcog.org.

NCTCOG Programs

OTHER ENVIRONMENT / DEVELOPMENT PROGRAMS **UPDATE**



Wastewater & Treatment Education Roundtable

- Now accepting FY2020 Work Program Commitments at www.nctcog.org/envir/public-works/water-cost-share
- Upcoming Holiday Grease Roundup: Nov. 25 – Jan. 6
 - More information available at www.defendyourdrainsnorthtexas.com
- Upcoming meeting:
 - December 4, 2019 at 10:00 AM
 - Metroplex Conference Room, NCTCOG Offices
- WATER Point of Contact: Hannah Allen
 - hallen@nctcog.org



NCTCOG Programs

OTHER ENVIRONMENT / DEVELOPMENT PROGRAMS **UPDATE**



✓ TMDL Water Quality

- Upcoming Meetings:
 - TMDL Wastewater Technical Subcommittee:
 - November 19, 2019 at 9:30 AM
 - Tejas Conference Room, NCTCOG Offices
 - Upper Trinity River Basin Coordinating Committee:
 - February 11, 2020 at 9:30 AM
 - Metroplex Conference Room, NCTCOG Offices
- TMDL Point of Contact: Hannah Allen, hallen@nctcog.org

More information on www.nctcog.org/TMDL

Upcoming Events and Conferences

National Stormwater Symposium – March 15-17, 2020

This symposium will deepen the technical knowledge of professionals involved with stormwater management and provide forums where leading issues in the sector are discussed.

National Watershed and Stormwater Conference – April 14-17, 2020

The 2020 Watershed and Stormwater Conference in Austin, TX will provide a forum for watershed and stormwater professionals throughout the nation to learn how to increase the resiliency of our communities in response to emerging and persistent threats to our water resources — from headwaters to coasts. Network with water resource managers, practitioners, researchers and regulators from all over the United States. The conference will include technical presentations, case studies, panel discussions, workshops and field trips.

Roundtable Discussion

RSWMCC MEMBERS

NOW, IT'S YOUR TURN...



Upcoming Meetings



**Pollution
Prevention
TASK FORCE
Next Meeting
TBD**



**IDDE
TASK FORCE
December 12,
2019
Metroplex
Conference
Room**



**PETF
TASK FORCE
January 29,
2020
Tejas Conference
Room B**



**RSWMCC
February 12, 2020
9:30 AM
Room TBD**

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