

North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Subcommittee of the Regional Stormwater Management Coordinating Committee

Wednesday, January 22, 2025

Microsoft Teams

1. Welcome and Introductions.

Crysta Guzman, NCTCOG, welcomed members to the meeting and encouraged all to complete the virtual sign-in sheet via Microsoft Forms.

UPDATE ITEMS

2. 2025 March is Texas SmartScape Month. NCTCOG will present campaign resources for 2025 *March is Texas SmartScape Month* campaign.

A graphic for 2025 March is Texas SmartScape Month campaign, highlighting the slogan “These Roots Run Deep!”, was presented by NCTCOG to the group. The Texas SmartScape plant featured in the image is that of an Indian Blanket flower; chosen for its lengthy tap root, to illustrate the deep roots of native Texas plants.

Additional resources for the March is Texas SmartScape Month include a short form blurb, better suited for resources like a water bill insert, and a long form newsletter article which is best suited for newsletters or website articles.

Communities hosting native and adaptive plant sales or other SmartScape related events are encouraged to share them by email with the stormwater team, info@txsmartscape.com. They will be added to the Texas SmartScape Event calendar.

3. PETF Activity Reports. NCTCOG will provide an update on the status of PETF Activity Reports.

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

- August 13, 2023, to August 12, 2024
- October 1, 2023, to September 30, 2024
- December 13, 2023, to December 12, 2024

The next Activity Report for the reporting period of January 1, 2024, to December 31, 2024, will be completed and shared in the coming weeks. Members are encouraged to reach out to Crysta Guzman, cguzman@nctcog.org, if they should have received a copy of an Activity Report or need to change their entity's contact the reports are sent to.

NCTCOG asked members if any of the Phase II communities would need an incremental activity report due to changes with the Small MS4 Permit renewal that bring all Phase II communities onto a calendar year reporting period. Andrea McClure, City of Carrollton, shared that it might be helpful as they were going to put some MCM measures as being in progress; if data were available, that could be helpful. Julian Holmes, City of Mansfield, also shared that if a quarterly report were available, that could also help them. Mansfield is mostly going to be reporting on the first quarter of the fiscal year 2025 with a little bit of

January. Having a report for the last quarter, October through December 2024, might make it a little easier.

4. **2025 North Texas Community Cleanup Challenge.** NCTCOG will share about the 2025 North Texas Community Cleanup Challenge.

Dates and details for the 2025 North Texas Community Cleanup Challenge (NTCCC) were shared with members. The NTCCC dates will run from March 1, 2025, through May 30, 2025. These dates consciously overlap with the Keep Texas Beautiful (KTB) Great American Cleanup; communities with a KTB affiliate are encouraged to coordinate with their affiliate on efforts to amplify their cleanup efforts. To join the Mayor's Challenge, the only additional requirement for a participating community is to submit a proclamation issued by their mayor or city council in support of the NTCCC. The deadline to join the NTCCC and Mayor's Challenge is April 15, 2025. Interested participants should reach out to the stormwater program staff by that date expressing their intent to participate and submit a copy of their proclamation by that date for the Mayor's Challenge. All cleanup data for participating communities should be submitted through the [Texas Litter Database](#) by June 30, 2025.

For questions about the NTCCC, please contact stormwater program staff, stormwater@nctcog.org. Members are encouraged to visit the NTCCC [program page](#) to learn more and find resources like Frequently Asked Questions, a User Guide for the Texas Litter Database, and Volunteer Cleanup Guidelines and Safety Tips.

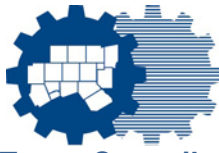
Members shared that they recommend keeping a log of any cleanups submitted to the new TX Litter Database. In response to a question from Carrollton about how many cities have a partnership with a Keep Texas Beautiful affiliate, Mansfield shared they work with their KTB associate but are not part of national Keep America Beautiful (KAB) program. Burleson has both a KTB and KAB affiliate, but the city funds their Adopt-a-Spot program. Frisco runs their Adopt-a-Street program through their Environmental Services department. Frisco also runs an Adopt-a-Park program but not through their KTB affiliate. Cedar Hill runs the Keep Cedar Hill Beautiful program through the city, which they also run the Adopt-a-Spot through; they are not a KAB affiliate.

DISCUSSION

5. **FY25 Work Program Discussion.** NCTCOG will lead a discussion, and request input from members, on activities in the FY25 Work Program.

NCTCOG shared three bills of interest that have been filed during the current Texas Legislative Session. These bills include [HB 359](#) which relates to watering restrictions and discolored landscaping or vegetation, limiting the ability of HOAs to assess fines during a period of drought. This bill has two identical, HB 517 and SB 542, companion bills. [HB 1370](#) relates to an exemption from ad valorem taxation of the amount of appraised value of real property that arises from the use of xeriscape on the property. [HB 1904](#) addresses littering from the intentional releases of balloons outside of a roofed structure. This bill would create Class A, B, or C misdemeanors based on the weight or volume of the deflated balloons. A full [bill list](#) can be found on the Regional Stormwater Management Coordinating Council page and will be updated periodically throughout the legislative session.

Next staff shared an update on the effort to update the yard waste outreach materials. Based on feedback from PETF members, the brochures are being retooled into rack (post) cards. Messaging on the rack cards has not been finalized, however, staff wanted to share a mockup of the design to gather member feedback. Members requested that each option also be provided in Spanish. They also requested that the messaging address the use of brown yard waste bags and provide an option for them instead of only focusing on the message to leave yard clippings and leaves on the ground. Important to this option is the reminding residents that the use of plastic bags, instead of the brown paper yard waste bags, will result in yard waste being trashed and not collected as part of a yard waste program. To emphasize this point, members suggested including phrasing such as "Don't Trash It" instead of "Don't Bag It".



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Members requested a placeholder on the rack cards to add their own website information for residents to visit. Suggested phrasing for this was “see what your other options are or ask questions by visiting ____”. There was a concern raised about the size of text and readability due to the size of the rack card, NCTCOG will keep that in mind when working on the design and try to balance effective messaging with text size. Members suggested exploring the ability to use Canva to create modular templates that have different options for messaging and graphics for cities to select from due to their varied needs. NCTCOG will explore this option and share their findings with members at the next meeting.

Finally, Renne Esses, City of Coppell, asked the group if they would want to hit these topics at the same time as a region like they do with SmartScape month. This idea will be explored further in the future as resources are created.

For the residential education and enforcement doorhangers, this project effort has been temporarily put on hold due to staffing changes. Work on this item will resume soon.

Next, NCTCOG discussed options for “Show and Tell” events where members can share their public education and outreach presentations or their favorite giveaway items when doing events. It was recommended to share giveaway items for events at the July 23rd PETF meeting due to the meeting being in-person; allowing for a more interactive and effective way to see and examine the different items that are shared. All members are encouraged and invited to bring their favorite giveaway items to this meeting. For the outreach and education presentations, NCTCOG suggested structuring this event as a virtual roundtable with several volunteers. Members from the cities of Southlake, Carrollton, Cedar Hill, Burleson, Plano, Garland, and Coppell all expressed interest in sharing at a roundtable. NCTCOG will follow up with these members to begin coordinating a time and date to hold this informational event.

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

6. **Other Stormwater and NCTCOG Program Updates.** NCTCOG will share recent and upcoming activities of the Illicit Discharge Detection and Elimination, Stormwater Monitoring, Total Maximum Daily Load, Wastewater and Treatment Education Roundtable, Water Quality Management Program, and Transportation and Stormwater Infrastructure programs. NCTCOG will also provide an overview of upcoming conferences, events, news, and resources of relevance to the group.

Program Updates:

Members gave feedback on the signage being drafted for the Regional Energy Management program to promote energy and water conservation actions by building occupants at local government owned buildings. Feedback consisted of using language to encourage the reporting of water leaks for the Irrigation signage – “you are helping the city by reporting it”. They also suggested including a place on the sign for a weblink or QR code on where to report the water leaks. For the Dishwasher sign, members suggested leaving it more flexible and emphasizing that using a dishwasher is more efficient than handwashing. For the Hand Washing sign, members felt the Take Care of Texas messages are always great; they are effective as is and tend to speak to a wider audience. Crystal Flannery-Bachicha, City of Frisco, shared that she likes the signage options and is interested in piloting them at Frisco.

For the regional watershed signage project, this effort has been temporarily put on hold due to staffing changes. Work on this item will resume soon.

For the Illicit Discharge Detection and Elimination (IDDE) Roundtable, their next joint meeting with the Pollution Prevention (P2) Roundtable will be in person at NCTCOG offices on April 15, 2025.

The Regional Wet Weather Characterization Program (RWWCP) is still pending feedback from TCEQ on the new term proposal submitted last year. NCTCOG staff are currently waiting for TCEQ’s review before the procurement process can proceed for a program consultant.

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The Total Maximum Daily Load (TMDL) program is holding a series of I-Plan Strategy Task Force meetings to incorporate their input into the TMDL I-Plan. The strategies include Stormwater, Wastewater, Education & Outreach, and more. These meetings are scheduled to begin in February. The TMDL Annual Questionnaire will be opening soon to document water quality related efforts in the region for the Greater Trinity River I-Plan. For more information or questions about the TMDL program, please contact Joy Douglas, jdouglas@nctcog.org.

The Wastewater and Treatment Education Roundtable (WATER) wrapped up the 2024 Holiday Grease Roundup and have their next meeting on January 23, 2025, at the NCTCOG offices.

The Water Resources Council (WRC) is developing regional education materials for Homeowners Associations that promote conservation irrigation practices. They are seeking to encourage more blue/green infrastructure and less water-intensive landscaping requirement/enforcement. Currently, their messaging promotes a reduction of irrigation once turf has been established and encourages the suspending of fines for discolored turf when under a water restriction order. The WRC is seeking feedback from others on additional messaging and engagement strategies. To share your feedback with the WRC, please reach out to Alyssa Knox, aknox@nctcog.org.

The Center of Development Excellence (CDE) is holding the 2025 cycle of the Celebrating Leadership in Development Excellence (CLIDE) Awards. This program honors development and planning projects that exemplify the region's Principles of Development Excellence which outline a vision for sustainable, livable communities in North Texas. More information about the CLIDE Awards can be found on the CDE website. Applications will be accepted from February 3rd through 28th. Questions can be directed to Crysta Guzman, cguzman@nctcog.org.

Upcoming Conference & Events:

- Stormwater Pollution Prevention Practices During Construction for Plan Reviewers (Feb. 4, June 3) and Field Inspectors (Feb. 5, June 4), NCTCOG Offices
- 2025 Urban Riparian Symposium, February 19-21, 2025, Waco
- ITRC Microplastics Training, March 6, 2025, Virtual
- 2025 Texas Water Conference, March 18-21, 2025, Houston
- 2025 National Watershed and Stormwater Conference, April 8-10, 2025, San Juan, Puerto Rico
- National Marine Educators Association Conference, June 29-July 3, 2025, Lafayette

News & Resources:

- The Governor's Community Achievement Awards (GCAA) application is now open.
 - The deadline to apply is February 13, 2025.
 - GCAA Toolkit Resources

7. Roundtable. Members will share what is happening in their communities.

Kristen Tanz, Burleson: Going through big push on getting the new SWMP completed for TCEQ; dealing with a resident complaint about code enforcement.

Southlake, Madisson Dunn: Working with a consultant to get their permit application/SWMP pushed through.

Cedar Hill, Lauren Foust: Just getting the MS4 renewal finished.

Richardson, Mitchel Davis: About to submit their NOI, waiting on one requirement to make adjustment to.

Tarrant County, Nick: Getting NOI submitted; doing a trial run removing *Rapistrum rugosum* a.k.a. bastard cabbage on one of their properties.

Mesquite, Mitchell Talley: Annual stormwater report is complete and in print. Working on obtaining their pesticides general permit; Level 1-A Operator PGP.



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Carrollton, Andrea McClure: Submitted their NOI but still a bit of delay with hearing back from TCEQ. Carrollton just got their first sustainability plan approved through Council last night. Andrea McClure is seeking sustainability presentations others have that they can share as Carrollton works on developing outreach for different types of audiences.

Mansfield, Julian Holmes: Finished their SWMP and are waiting on management to review; their NOI is filled out.

Burleson, Lindsey Tashman: Burleson is having a teacher appreciation event Saturday and is hoping to share resources with Mansfield teachers through doing this event. This year, they will hold the event at Public Works Center - calling it Winter Waterland - so it will be all about water conservation, etc. They will have nature education and outreach, and the library there as well. Last year, it was on a Friday evening in September; this year it will be right before lunchtime on a Saturday with food. Will have booths showing field trip opportunities, things teachers can bring to the classroom and will also have craft activities they can take back. TRWD will do activities as well.

Frisco, Crystal Flannery-Bachicha: Working on reporting. Slowly building up stream team program, liking pace that they are going along with that. Frisco stormwater week in the fall was a success and they are looking to do it again this year. Frisco took a tour out to Lewisville's Nature Education Center where they got a lot of fantastic ideas, and it might be a team worth checking out.

Denton, Jennifer Rovezzi: Working on their reporting much like everyone else.

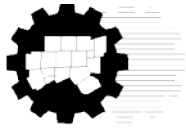
Coppell, Renee Esses: Coppell just launched a sprinkler conservation program; have contracted with same company as others have used. Coppell will be offering free sprinkler checks for residents so the systems can be calibrated. Helps prevent run-off and teaches about irrigation. They would like to partner on invasive species control, talking about invasives and info sharing on that. Coppell has a new section of the Trinity River that is now on the 303 (d) list for cadmium, unspecified source, so looking for resources on how to do education.

North Richard Hills, Tuan Ngo: Working on their stormwater permit renewal.

8. **Next Meeting Dates.** The next meeting is scheduled for Wednesday, April 9, 2025, at 9:30 a.m. on Microsoft Teams.
9. **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 call (817) 608-2363 or email Ashley Barnett, abarnett@nctcog.org, at least 72 hours in advance of the meeting. Reasonable accommodation will be made to assist your needs.



Stormwater Public Education Task Force

Wednesday, January 22, 2025

9:30 a.m., Microsoft Teams



MEMBER SIGN IN SHEET

NAME	SIGNATURE	ORGANIZATION
Paula Breysacher	X	City of Garland
Andrea Chick	X	City of Plano
Mitchel Davis	X	City of Richardson
Madisson Dunn	X	City of Southlake
Ryan Edmondson	X	Texas A&M Forest Service
Renee Esses	X	City of Coppell
Crystal Flannery-Bachicha	X	City of Frisco
Lauren (Betz) Foust	X	City of Cedar Hill
Adam Gottlieb	X	NTTA
Julian Holmes	X	City of Mansfield
Andie McClure	X	City of Carrollton
Tuan Ngo	X	City of North Richland Hills
Nicholas Nix	X	City of Forney
Jennifer Rovezzi	X	City of Denton
Kofi Sam	X	NTTA (Atkins)
Nicholas Salas	X	Tarrant County
Tyler Spence	X	City of Bedford
Mitchell Talley	X	City of Mesquite
Kristen Tanz	X	City of Burleson
Lindsey Tashman	X	City of Mansfield
Kylie Wieden	X	City of Grand Prairie
Trenecia Williams	X	DFW Airport