



## North Central Texas Council of Governments

# SUMMARY

### Recreation and Litter Cleanup Advisory Group

Thursday, October 21, 2021

Microsoft Teams

#### 1. Welcome and Introductions.

Crysta Guzman, North Central Texas Council of Governments (NCTCOG), kicked off the welcome and introductions of all the Advisory Group participants.

### PRESENTATIONS

#### 2. Trash Free Waters project background and introduction to project goals.

Crysta Guzman provided a brief background on the Trash Free Waters grant project that is a joint effort between the NCTCOG, the Houston-Galveston Area Council (H-GAC), and The Meadows Center for Water and the Environment at Texas State University. More information about the project, goals, and activities can be found on the project websites for [NCTCOG](#) and [H-GAC](#). The Meadows Center hosts the [Trash Free Texas](#) website which houses an interactive map of Adopt-A-Spot locations throughout the state and will soon host additional educational content and resources for trash and litter removal activities.

Encouraging a cleanup culture in Texas is one of the Trash Free Waters project goals, which led to the formation of this Recreation and Litter Cleanup Advisory Group. The Advisory Group is comprised of members of local governments, recreational groups, and non-profits from both regions. The Advisory Group is tackling questions on topics such as plogging, engaging the public in activities such as plogging, and how local governments and recreation groups can work together to support these types of activities. The goal is to develop best practices, guides or toolkits that can be used to help encourage more people to get out and plog, plalk, or plik.

### DISCUSSION ITEMS

#### 3. September meeting recap.

A digest of the ideas and recommendations discussed at the September meeting was presented to the participants. Of those ideas, the following recommendations are those which the project partners feel are best suited for the purpose of the Advisory Group:

- Educational signage for plogging “waste stations” at city parks.
- Starting programs or campaigns to encourage plogging, plalking, or pliking activities.
- Marketing campaigns to promote plogging, plalking, or pliking along with PSAs and social media.

#### 4. Discussion on suggested project outcomes.

a) Creation of template educational signage for plogging “waste stations” at city parks.

i) What is the ideal signage size?

The preference is for a smaller size that does not disrupt or distract from the aesthetics of the natural environment. Design with minimal wording and incorporate QR codes for recreationists to scan on their

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phones for additional information or instructions. Consider using a regional, consistent, and matching message on plogging on the signs and website resources. The QR code would ideally link to a city's website or the Trash Free Texas website where more information would be available about plogging and a need or purpose statement. In addition to a template for signs, it would be beneficial to have an instructional flyer on creating QR codes.

- ii) What is the desired location placement within a park and quantity needed?  
One sign per park next to or near an already established setting, such as a dog waste station.
- iii) Are there any preferred language needs that should be considered?  
English and Spanish are the most widely used languages across the project regions. Vietnamese is the third most needed language in some cities. All materials will be created first in English and Spanish and then expanded for other language needs, such as Vietnamese, with careful consideration given on how to make them culturally relevant to the intended audience. Melissa Walker, City of Arlington, has a contact at a local radio station to help facilitate reaching the Vietnamese audience.

b) Plogging Toolkit.

- i) Marketing campaign materials to aid in promoting plogging, plalking, pliking and pladling.

- (1) Desired PSA format - video, radio, print or social media?

Short, informational videos on what plogging is and how to get started. Consider developing a series of Plogging 101 videos and invite biking or running groups to be featured in the videos. Cover "how-to" for cycling and other activities where things to consider may not be intuitive for those just starting out. For example, what are panniers and why you may want to outfit your bike with one.

- (2) Social media templates

The most used platforms which are used to engage with residents are Facebook, Nextdoor, and Instagram. Each platform has different audiences they will reach.

Create some posts with text on images and some images with no text.

- (3) Example tip sheet or checklist for organized events

Include a list of suggested supplies, based on location and or type of event as the list of suggested supplies will differ for biking, walking, etc. Supply and tip sheet to include litter grabbers, bags, list of proper clothing to wear, safety information, and things to bring. Consider having separate tailored lists or toolkits based on the type of event. Include safety speeches or language, sign-in sheet templates, photo release forms, etc. KTB has examples on their website that can borrow from.

c) Programs or campaigns to encourage plogging, plalking, pliking and pladling.

- i) Share the message that you don't have to spend the entire run (walk, bike ride, paddling, etc.) picking up litter. Spend just a portion of the time at the beginning or the end engaging in this activity.
- ii) Encourage participants to take pictures of their cleanup in action or of their litter loot and post online using a hashtag.
- iii) Consider having daily themes and contests. The City of Grapevine has "Happy to Help Saturdays" on the fourth Saturday of every month.

## OTHER ITEMS

### 5. Resources and Contacts.

- The Trash Free Waters project newsletters for the North Central Texas region and the Houston-Galveston region are a great way to stay plugged in with what is happening in both areas. Advisory Group participants are encouraged to sign-up.



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### 6. Action Items and Adjournment.

- Create instruction sheet on how to create QR codes.
- Develop sample signage for plogging “waste stations”.
- Reach out to cycling running/walking, and paddling groups to be featured in videos.
- Create PSA videos for Plogging 101 campaigns
- Create social media templates for plogging campaigns
- Create toolkit for plogging campaigns

### NEXT MEETING

#### 7. Next Meeting.

Please join us for the next meeting of the Recreation and Litter Cleanup Advisory Group on **Thursday, November 18<sup>th</sup> at 11:30 am** via Microsoft Teams to keep this conversation going. If there is someone you feel should be at the Advisory Group and part of this conversation, please feel free to invite them to our next meeting. We will review drafts of materials that have been created for this project.

If you have any questions regarding the Advisory Group, please contact Crysta Guzman at (817) 695-9107 or [cguzman@nctcog.org](mailto:cguzman@nctcog.org). Thank you!