



North Central Texas Council of Governments

# SUMMARY

## Public Education Task Force

Wednesday, January 25, 2017

9:30 a.m., Tejas Conference Room

NCTCOG Offices, CPIII

600 Six Flags Drive, Arlington, TX 76011

### 1. Welcome and Introductions.

## DISCUSSION

2. **2018 Do the Right Thing Pledge.** NCTCOG staff provides an update on the pledge and requests input for related social media graphics.

NCTCOG staff let the group know that the contest and pledge are now open on [www.dfwstormwater.com/petwaste](http://www.dfwstormwater.com/petwaste). Staff provided a timeline for the contest's promotion, pledge deadline, and public voting period. Social media blurbs and the newsletter template for the contest promotion will be sent to the group around the end of February.

The group asked NCTCOG staff if it would be possible to randomize the photos for public voting in order to allow for fairer voting. Staff said this should be easy to implement for the upcoming round of voting.

3. **Texas SmartScape.** The Public Education Task Force discusses the below topics:

- 2017 plant sales

NCTCOG staff updated the group on the new event style for the SmartScape plant sales. This year will be focused more on the education aspect of SmartScape instead of the sale of plants. NCTCOG staff has requested the volunteer of Master Gardeners for SmartScape events.

NCTCOG staff will also be sending SmartScape marketing material when it has been requested.

- March Is Texas SmartScape Month theme and associated materials (both specific to this year and for the future)

The group decided on the 2017 slogan: "Plants that thrive – Rain or Shine". NCTCOG will send out material with the slogan as soon as it is developed.

4. **FY16 Project Update.** NCTCOG staff provides a summary of the SmartScape website updates.

NCTCOG staff debuted the new version of the Texas SmartScape website and received very positive feedback. The new website will be finalized by March for “March is SmartScape” month.

5. **FY17 Project Discussion.** The group discusses the Extension of the Educator’s Toolbox.

NCTCOG staff showed the group the Center of Development Excellence Technical Tool Library. The group liked this format and asked if there could be searchable categories according to curriculum and grade.

NCTCOG staff also asked the group if compiling a contact list and materials that educators had access to would be beneficial. The group agreed to form a working group in order to assist NCTCOG staff. This group includes the cities of Addison, Arlington, Carrollton, and Tarrant County.

6. **FY18 Project Approval.** The group approves ideas for the FY18 project.

The group approved to work on a social media toolbox related to stormwater for the Fiscal Year 2018 project. This project will also include social media training.

## **OTHER BUSINESS AND ROUNDTABLE DISCUSSION**

7. **Other Business/Reminders.** The group is reminded about SmartScape-related event listings, current Cooperative Purchase communications, and other items.

8. **Roundtable.** Members are asked to share what is happening in their communities.

*Allen* – Working on a sustainable seminar.

*Addison* – Teaching gardening classes.

*Carrollton* – Teaching gardening classes and the water cycle in the school district. They will have a position open soon.

*Mansfield* – Teaching “Yard Classers” in March.

*Irving* – Has a job opening.

*Fort Worth* – Hosting “Chasing Leaks 5k” and “Fix-a-Leak Week”. Working on a TCEQ Spanish speaking pilot program. Creating art installations.

*DFW Airport* – Hosting an Earth Day, April 18 (youth) and April 19 (employees).

*Dallas* – Hosting construction workshops.

*Lewisville* – Hosting outreach events in the spring and working on implementing a stormwater/drainage fee.

*Eules* – Working on education for employees.

*Arlington* – Hosting the Master Gardener seminar and bioblitz. Participating in UTA Earth Day.

Working on employee education and school education.

*NTTA* – Working on internal training.

*Frisco* – Hosting classes: water efficiency design, fix the leak, and irrigation station.

*Plano* – Hosting a TX Stream Team training class, American Cleanup event, and Fix-a-Leak week.

Participating in online rain barrel/composting bin sales. Conducting employee training and landscaping classes.

*Denton* – Hosting a “Construction for Site Operators” class and TX Stream Team training.

9. **Next Meeting Date.** The next meeting is scheduled for Wednesday, April 12, 2017, at 9:30 a.m. in the Tejas Conference Room.

Due to conflict with the Texas Water Conference this meeting has been moved to Wednesday, May 3, 2017, at 9:30am in the Tejas Conference Room.

10. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Allison Henry at (817) 695-9107 or [ahenry@nctcog.org](mailto:ahenry@nctcog.org). Thank you!



Storm Water Public Education Task Force

9:30 a.m., Wednesday, January 25, 2017

Tejas Conference Room

MEMBER SIGN IN SHEET

NAME	SIGNATURE	ORGANIZATION
Sean Aucoin		City of Frisco
Paula Breysacher		City of Garland
Esther Chitsinde		DFW Airport
Greg Dickens		City of Hurst
Gail Donaldson		City of Allen
James Duvall		City of Azle
Garry Fennell		City of Irving
Moss Fennell		VRX - NTTA
Heather Firn		City of Plano
Becca Grassl-Petersen		Tarrant County
Perry Harts		City of Frisco
Tony Hartzel		Texas Department of Transportation
Heath Haseloff		Town of Highland Park
Tracy Hollis		Waters to the Sea
Tracy Homfeld		Collin County
Marty Hott		City of Fort Worth
Fouad Jaber		Texas A&M University
Amy James		TxDOT Fort Worth
Jerry Joslin		City of Hurst
Tisha Lane		City of Richardson Health Department
Jerry Laverty		City of Bedford
Jodie Ledat		City of University Park
David Lenartowicz		City of Burleson
Katie Masucci		City of Plano
Amitis Meshkani		NTTA
Becky Moren		City of Euless
Samonia Mosley		City of Dallas
Gregg Moss		City of Grapevine

SEE REVERSE

William Nahas	<i>William Nahas</i>	City of Allen
Kevin Neal		City of Fort Worth
Tuan Ngo		City of North Richland Hills
Kevin O'Dell		City of Bedford
Christina Osterlund		City of Fort Worth
Abby Owens		City of Plano
Marissa Paz	<i>Marissa Paz</i>	Town of Addison
Krista Pender	<i>Krista Pender</i>	City of Carrollton
Brent Redd	<i>Brent Redd</i>	City of Irving
Lorrie Reeves	<i>Lorrie Reeves</i>	City of Carrollton
Echo Rexroad		City of Grand Prairie
Nedra Richard-Morgan		City of Dallas
Sherrie Rios		City of Dallas
Richard Ross	<i>R. Ross</i>	City of Euless
Carolyn Russell	<i>Carolyn Russell</i>	City of Plano
Mike Sferra		City of Wylie
Arianne Shipley		City of Mansfield
Robby Stengel		City of Denton
Linda Sterne		City of Fort Worth
Brandon Svane		City of Bedford
Janice Tower		City of Richardson
Christi Upton		City of Southlake
Joe Villa	<i>Duane Hengst</i>	City of Hurst
Melissa Walker	<i>Melissa K Walker</i>	City of Arlington
Tammie Walters		DFW Airport
Joyce Warren		City of Frisco
Mike Wilson		City of Garland
Julie Winchell		City of Cleburne
Kristy Woodard		City of Frisco
Dotty Woodson	<i>D Woodson</i>	Texas AgriLife
Stephanie Zavala	<i>Stephanie Zavala</i>	City of Mansfield

