

PUBLIC EDUCATION TASK FORCE

Wednesday, July 19, 2023

9:30 am, Metroplex Conference Room



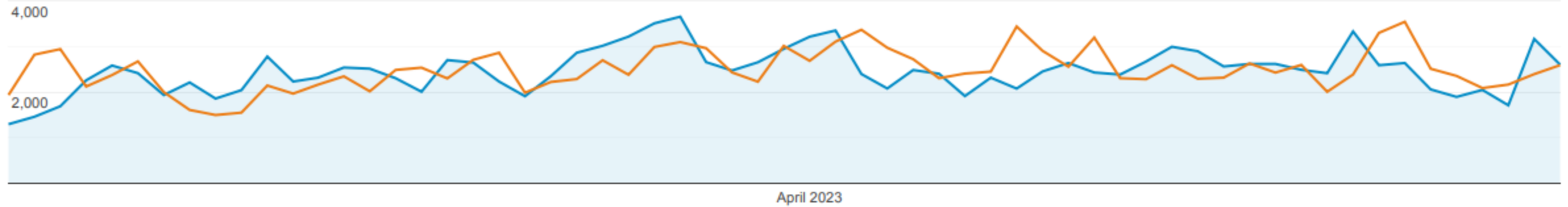
AGENDA

- 2023 March is Texas SmartScape Month
- 2023 Doo the Right Thing Campaign
- 2023 North Texas Community Cleanup Challenge
- Activity Reports
- FY23 Work Program Update
- FY24 Work Program Discussion
- Other NCTCOG Programs and Updates
- Conferences & Events
- News & Resources
- Roundtable
- Next Meeting Dates

2023 MARCH IS TEXAS SMARTSCAPE MONTH

2023 March is Texas SmartScape Month campaign performance

Mar 1, 2023 - Apr 30, 2023: ● Pageviews
Mar 1, 2022 - Apr 30, 2022: ● Pageviews



**Most Visited
Page:
Plant Search
Page**

**Most
Searched
Plant:
Texas Sage**

**Second Most
Searched
Plant:
Greggs
Mistflower**

DOO THE RIGHT THING CAMPAIGN

- Doo the Right Thing social media photo contest and campaign
 - 87 eligible entries from 24 north Texas communities
 - Public Voting: August 7th – August 25th
 - Winners: Posted October 2023 – September 2024

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 (@DooNorthTexas) on social media



Learn more about DTRT on the [program page](#)



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

2023 North Texas Community Cleanup Challenge Results

Final Leaderboard

Rank	Community	Events	Volunteers	Bags of Litter	Score
1	Mansfield	24	904	822	373.1065
2	Burleson	5	453	657	327.2162
3	Grapevine	1	300	444	189.3960
4	Grand Prairie	75	518	1373	135.3942
5	Plano	84	1153	529	107.3078
6	Dallas	32	2024	6222	77.1525
7	Carrollton	46	24	203	27.9358

2023 Results Report - In Development



NORTH TEXAS COMMUNITY CLEANUP CHALLENGE

2023 North Texas Community Cleanup Challenge / Mayors Challenge

Thank you to all the Participating Communities!

Burleson	Carrollton
Dallas	Ennis
Frisco	Garland
Grand Prairie	Grapevine
Mansfield	Mesquite
Plano	Princeton
Richardson	Rosser Village
Mayor's Challenge	
Burleson	Grand Prairie
Mansfield	



FY23 WORK PROGRAM UPDATE

- FY23 Special Project Update
 - Rain Drop character still in development
 - Storyboarding pending further development of Rain Drop
 - Updates to be shared electronically



FY24 WORK PROGRAM DISCUSSION

- NCTCOG Proposes:
 - Continuation and completion of videos
 - Continuation of North Texas Community Cleanup Challenge
- Member suggested ideas for additional special project...



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, 2022 to August 12, 2023
- October 1, 2022 to September 30, 2023
- December 13, 2022 to December 12, 2023
- January 1, 2023 to December 31, 2023
- January 24, 2023 to January 23, 2024

Changes to your annual reporting period dates or contact info? Please contact Crysta Guzman, cguzman@nctcog.org.



OTHER COG PROGRAMS AND UPDATES



IDDE & STORMWATER MONITORING UPDATE

Illicit Discharge Detection and Elimination (IDDE)

- Next Meeting – December 7, 2023, information [online](#).
- This meeting will be held in person at NCTCOG Offices

Regional Wet Weather Characterization Program (RWWCP)

- NCTCOG staff is coordinating with TCEQ on the continuation of the program into a new permit term. NCTCOG staff is also developing RFP for new permit term.
- The current schedule is to resume monitoring activities in 2024.



TMDL UPDATE

- Upcoming TMDL Meetings:
 - **Joint TMDL Stormwater & Wastewater Technical Subcommittee:** August 1, 2023 at 9:30 AM via Microsoft Teams
 - **Upper Trinity River Basin Coordinating Committee:** August 23, 2023 at 9:30 AM at NCTCOG Offices
 - Will include presentation from TxDOT and their MS4 Permit
- Projects Under Development:
 - On-Site Sewage Facility (OSSF, or septic system) brochure





**Wastewater
And
Treatment
Education
Roundtable**

WATER UPDATE

- Save the Date! 2023 and 10th Annual Holiday Grease Roundup scheduled for November 13, 2023 through January 13, 2024.
- Upcoming WATER meeting:
 - July 20, 2023, at 10:00 AM at NCTCOG Offices
 - Will include panel discussion on best practices for grease collection containers
- WATER Point of Contact:
 - Hannah Allen at hallen@nctcog.org

CONFERENCES & EVENTS

- [Texas Watershed Steward Workshop](#): Burleson, July 25th
- Off-site Stormwater Management to Promote Green Infrastructure [Webinar](#): July 26th
- NTMWD Virtual Lunch & Learn: [Smart Irrigation Messaging for Professionals](#), July 28th
- [StormCon 2023](#): Dallas, August 29-31, 2023
- 2023 [Texas Association for Environmental Education Conference](#): Trinity, Sept. 29 – Oct. 1, 2023
- 2023 [North American Association for Environmental Education Annual Conference](#): Virtual, October 17-20, 2023



NEWS & RESOURCES

- NCTCOG's TMDL "Doo the Right Thing" educational explainer [video](#)
- Take Care of Texas Tips [video](#) feat. Chip Garner
- 2024 Texas Environmental Excellence Awards [application](#) period open through August 25th
- Draft [National Strategy to Prevent Plastic Pollution](#) – Comment Period Extended to July 31st
- NYT article – "[Corporate Landscaping Lets Its Hair Down](#)"



ROUNDTABLE

WHAT'S HAPPENING IN YOUR CITY?



NEXT MEETING DATES

- RSWMCC – August 9, 2023
- PETF – October 18, 2023
- P2 Roundtable – December 6, 2023
- IDDE – December 7, 2023
- iSWM – October 18, 2023



CONTACT

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