

Public Education Task Force

Wednesday, July 17, 2019

9:30 am, Tejas Conference Room



North Central Texas
Council of Governments
Environment & Development

Agenda

- ▶ Doo the Right Thing
- ▶ Texas SmartScape
- ▶ FY19 Project Update
- ▶ FY20 Project Brainstorming
- ▶ Trash Free Texas Update
- ▶ Other NCTCOG Program Updates
- ▶ Conferences & Events
- ▶ Roundtable



Doo the Right Thing

- ▶ 179 pledges and photo entries
 - ▶ 160 eligible entries
 - ▶ Pledges from citizens of 31 cities
- ▶ Entry period was open from May 1st through June 30th
- ▶ Voting opens next week
 - ▶ Full voting period is July 22nd through August 16th
 - ▶ Please advertise using our social media templates posted on the website!
- ▶ Will take orders in Fall from cities who would like to order the 2020 calendar



Texas SmartScape: Fall Plant Sales

- Four Fall Plant Sales were held last year
- Please advise NCTCOG staff of events being held in your community this Fall

Did you know?

- October 20th – 26th is Texas Native Plant Week!

2020 March is Texas SmartScape Month

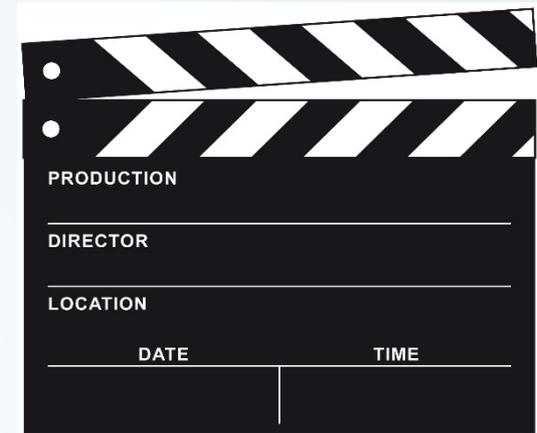
- Seeking ideas for next year's theme
- Potential slogans:
 - Native. Adaptive. Attractive.
 - Planting for All Seasons
 - Smart Plants for Texas
 - Plant Texas Smart
- Slogan follow up via email and surveys
- Task Timeline:
 - Theme identified by October meeting
 - Graphics complete by mid-December
 - Support materials complete before January

Previous SmartScape Month Slogans

- **2019:** Plant with a Purpose!
- **2018:** Put Down Some Roots
- **2017:** Plants that thrive, rain or shine!
- **2016:** Beautiful. Maintainable. Sustainable. Texas SmartScape.
- **2015:** Texas Natives Tough it Out
- **2014:** Give Water the Boot, Plant Texas Roots!
- **2013:** Plant Native
- **2012:** Beat the Drought, Go the Texas SmartScape Route
- **2011:** Everything is Bigger in Texas, But Your Water Bill Doesn't Have to Be
- **2009:** Is Your Lawn a Big Spender? Put Your Yard on a Budget!
- **2008:** Be Bloomin' Creative...Plant Native!

FY19 Work Project – Educational Videos

- NCTCOG has a vendor under contract to produce all videos by October 1, 2019
- Order of production:
 - Litter
 - Yard & Lawn Care
 - Pool Care
- Will need to coordinate feedback via email and survey



FY20 Project Brainstorming

- Targeting plastic litter and floatables
- Things to consider:
 - Audience: kids, general public, homeowners, etc.
 - Messaging: social media, new educational video, challenges
 - Desired outcomes/results: reduction in litter, reduction in single-use plastic consumption, clean-up events, partnerships?
- Resources:
 - Time To Recycle
 - Plastic Free July challenge
 - Skip the Straw
 - Plastic Pollution Coalition
 - Trash Free Texas website



TMDL Update

- NCTCOG holding a Free Septic System Basic Maintenance for Homeowners Workshop on July 25, 2019 in Burleson.
- NCTCOG holding a Feral Hog Forum on August 13, 2019.
- Upper Trinity River Basin Coordination Committee Meeting.
 - September 23, 2019 at 9:30 AM in the Tejas Conference Room
 - Brings together TCEQ, water authorities, and WPP entities

WATER Update

- ▶ NCTCOG has a new online interface for accepting Commitment Forms for the WATER program. FY2020 Commitments will be made available in August 2019.
- ▶ The next WATER meeting is scheduled for September 4, 2019 at 10:00 AM in the Tejas Conference Room.

Other NCTCOG Updates

- iSWM
 - Next meeting is October 9, 2019
- RSWMCC
 - Next meeting is August 14, 2019
- PETF
 - Next meeting is October 16, 2019
- P2 Task Force
 - Next meeting is August 7, 2019
- IDDE
 - Next meeting is TBD

Events and Conferences

- EPA Region 6 Stormwater Conference (Denton), July 28 – August 1
- Future Cities Livable Futures Conference (UTA), August 16
- Texas Plastic Pollution Symposium (Houston), October 29
- North Texas Regional Water Conservation Symposium (Arlington), November 7
- DCCCD Sustainability Summit (Mesquite), November 8

Roundtable

What's happening in your city?



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