



North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Wednesday, January 17, 2018

9:30 a.m., Tejas Conference Room

NCTCOG Offices, CPIII

600 Six Flags Drive, Arlington, TX 76011

1. **Welcome and Introductions.**

DISCUSSION

2. **Texas SmartScape: 2018 Plant Sales.** The Public Education Task Force discusses participation in the plant sales this spring.

No cities in attendance are currently planning on hosting Texas SmartScape Plant Sales in Spring 2018. Attendees are reminded to notify NCTCOG staff if they do decide to host plant sales so that we can provide as much assistance as possible. Attendees were also encouraged to notify NCTCOG of any SmartScape-related events in their communities that can be placed on the SmartScape Calendar.

3. **March is Texas SmartScape Month.** NCTCOG unveils 2018 SmartScape promo materials.

NCTCOG shows the group the visual PSA for the 2018 March is Texas SmartScape Month campaign. Staff also details other promo materials, including a newsletter template and a short newsletter blurb. Materials will be posted online and links will be sent to the group.

4. **Cooperative Purchase.** The group is updated on the new cooperative purchase procurement processes and reminded to submit their tentative orders.

NCTCOG staff updates the group on the progress of the 2018 Cooperative Purchase and outlines the new ordering process.

5. **FY18 Project Update.** NCTCOG staff updates the group on Social Media Campaign Toolkit. NCTCOG seeks to collect information about members' social media accounts (platforms and handles) and who is using the Social Media Toolkit.

NCTCOG asks for general feedback on the social media templates, which are complete through March. Some members were still unaware of where these are located online. None of the attendees were aware that their entity uses the template. Attendees indicated that they would like an email each time a new month becomes available. The group also decided that they would like the templates to continue through calendar year 2018, rather than fiscal year 2018. Some attendees filled out the social media survey, which will help NCTCOG staff keep track of and support members' online accounts. A web version of this survey will be made available to those who were not present.

6. **Brainstorm FY19 Project.**

NCTCOG staff presented 4 ideas derived from past projects the group has discussed. The first was to produce videos of lessons in the educator's toolbox, which would provide an additional tool for educators. This would involve filming teachers or stormwater educators as they give lessons. The group did not seem interested in pursuing this as the FY19 project.

The next idea was to do one or more "30 Second Explainer Videos," which would be social-media friendly animated PSAs on the group's preferred topic(s). Depending on the vendor, this will require varying levels of input from NCTCOG staff and group members. If chosen, we will likely piggyback on the WATER group's project.

The third idea presented was to create a series of vertical pop-up banners that members could rent out for educational events. NCTCOG staff showed a physical example of what these look like and displayed rendering of the Town of Addison's stormwater banners. The group was not interested in this idea and said it would be easier for them to purchase these for themselves.

The final idea was to update the landscape management/yard waste brochures. This would likely involve a simple facelift and very minimal content editing. Group members were interested in this idea and also suggested some expansions of the effort. Members like the trifold format, but thought that it would also be useful to have a large bookmark (similar to SmartScape) and a smartphone-friendly format as well. Frisco indicated that they use the current brochures in outreach efforts a lot; other cities said they would be interested in using an updated version.

The group did not suggest additional ideas. Voting will occur via email.

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

1. **TMDL Update.** Discuss upcoming activities for TMDL program.

NCTCOG staff updates the group on TMDL activities.

2. **WATER Updates.** Discuss update from Wastewater and Treatment Education Roundtable.

NCTCOG staff updates the group on WATER activities.

3. **Discuss other educational events in the region.**

NCTCOG reminds the group about Public Education Activity Reports, the Do the Right Thing Calendar, and Cooperative Purchase. Alexis Ackle from NCTCOG Transportation talks about the upcoming DFW Clean Cities meeting and requests suggestions of speakers that can talk about low emission/alternative fuel landscaping equipment, landscapes that require little maintenance, or other air quality-SmartScape topics.

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

NCTCOG – Call for projects for Solid Waste grants has begun. Contact Kate Powers for more information.

Arlington – Conducting a library presentation series about flood safety, stormwater pollution prevention, and development permitting (among other topics). Arlington is also planning for its annual Bioblitz on April 28th.

North Texas Tollway Authority – Waiting on their permit and working on the annual report.



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Frisco – Has upcoming Fix-a-Leak workshop on March 22nd, where citizens get instruction from local plumbers about how to fix minor leaks in their home. Frisco is planning a multi-departmental service day for Earth Day; this may include litter pickup, storm drain marking, showerhead exchange, etc.

Garland – Doing a large Earth Day event on April 14th.

Fort Worth – Partnering with Tarrant Regional Water District for the annual Litter Stomp. The Environmental Master Plan public survey is still open online for Fort Worth residents.

Tarrant County – Doing bulk waste collections in unincorporated areas (tires, trash, etc.)

Lewisville – Just passed the Stormwater Utility Fee and is working on public education regarding why this fee is necessary and how the money is used. Lewisville is also preparing for its spring Colorpalooza on April 14th.

Upper Trinity Regional Water District – No events upcoming. UTRWD has been working on social media outreach.

Cedar Hill – Planning Earth Day/Earth Fest.

Trinity River Authority – Participated in several area Earth Day events. Working on some Watershed Protection Plans and helping to organize some workshops, including riparian stewardship. TRA is also working on producing videos about pet waste disposal and water conservation.

Dallas – Holding a series of workshops about stormwater permitting and construction permitting. They target this audience by sending the invitation to a database of every construction operator in the city.

5. **Next Meeting Date.** The next meeting is scheduled for Wednesday, April 18, 2018, at 9:30 a.m. in the Tejas Conference Room.
6. **Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Kathleen Myers at (817) 695-9107 or kmyers@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 contact Crysta Guzman at (817) 695-9231 or cguzman@nctcog.org at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.

Stormwater Public Education Task Force
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MEMBER SIGN IN SHEET

NAME	SIGNATURE	ORGANIZATION
Alexis Acker	<i>[Signature]</i>	City of Garrollton- NCTCOG
Sean Aucoin	<i>[Signature]</i>	City of Frisco
Paula Breysacher	<i>[Signature]</i>	City of Garland
Ross Brookbank	<i>[Signature]</i>	City of Bedford
Ashley Carlisle	<i>Ashley Carlisle</i>	City of Southlake
Mitchell Carpenter		City of Burleson
Martha Cavazos Fipps		City of McKinney
Esther Chitsinde		DFW Airport
Renee Esses	<i>Renee Esses</i>	City of Farmer's Branch
Katy Evans		City of Farmer's Branch
Greg Dickens		City of Hurst
Gail Donaldson		City of Allen
James Duvall		City of Azle
Garry Fennell		City of Irving
Moss Fennell	<i>[Signature]</i>	VRX - NTTA
Heather Firn		City of Plano
Becca Grassl-Petersen	<i>[Signature]</i>	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
Fouad Jaber		Texas A&M University
Amy James		TxDOT Fort Worth

Mike Sferra		City of Wylie
Arianne Shipley		City of Mansfield
Robby Stengel		City of Denton
Linda Sterne		City of Fort Worth
Jordan Strickler	<i>Jordan Strickler</i>	City of Lewisville
Brandon Svane		City of Bedford
Janice Tower		City of Richardson
Christi Upton		DFW Airport
Joe Villa		City of Hurst
Duy Vu	<i>Duy Vu</i>	City of Cedar Hill
Melissa Walker	<i>Melissa K Walker</i>	City of Arlington
Tammy Walters		DFW Airport
Joyce Warren		City of Frisco
Mike Wilson		City of Garland
Julie Winchell		City of Cleburne
Dotty Woodson		Texas AgriLife

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GUEST SIGN IN SHEET

NAME	ORGANIZATION
Robert Ramirez	City of Fort Worth
Ashley Carlisle	City of Southlake
Randy Bright	City of Colleyville
Samonia Mosley	City of Dallas
Sara Ziegenfuss	City of Dallas
Patrick Strong	City of Denton
Jon M. BUNNER	DUNCANVILLE
Blake Aldredge	Upper Trinity RWD
MARTY (HOFF) SAVAGE	City of Fort Worth
Aaron Hoff	Trinity River Authority
Carolyn Russell	City of Plano
Michelle Wood-Ramirez	TRWD