



North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Wednesday, April 18, 2018

9:30 a.m., Tejas Conference Room

NCTCOG Offices, CPIII

600 Six Flags Drive, Arlington, TX 76011

1. Welcome and Introductions.

DISCUSSION

2. **Doo the Right Thing.** Discuss participation in and promotion of the yearly Calendar Contest. NCTCOG staff will show members the new promo materials.

Kathleen Myers (NCTCOG) outlined the timeline for this year's calendar contest: submissions will be open from May 1st through June 30th, 2018 → COG staff will organize the photos for voting → voting will open from July 16th through August 13th → then COG staff will notify winners and create the calendars. Kathleen will send marketing materials to the group, including a newsletter template, a promotional flyer with space for a city logo, pledge forms, a link to the Doo the Right Thing page, and social media blurbs and visuals. The blurbs and images for social media are integrated into the FY18 Social Media Toolkit project, which can be found on the [PETF page](#).

3. **Cooperative Purchase Recap and Discussion.** NCTCOG staff seeks input from the group about the new cooperative purchase process.

Kathleen Myers and Derica Peters (NCTCOG) led a discussion on the recent Cooperative Purchase to gather feedback on the positive and negative aspects of this process. Only a few members present had made purchases through the Cooperative Purchase process, but their feedback was positive overall. Participants liked the direct shipment and ordering from the vendors. One participant commented that some items were slightly different than expected, as they came from a new vendor this year. In particular, the imprint area on the dog waste bag dispensers was very small. COG will continue to look into ways to streamline this process for internal staff and for municipal participants in the future. The next Cooperative Purchase will occur on the regular timeline, with ordering taking place in the fall.

4. **FY18 Project Update.** NCTCOG reminds the Task Force to use the Social Media Toolkit or forward it to their marketing department.

Kathleen alerted the group that the toolkit is now finished through the end of the calendar year, including updates to the months of May – July to include Doo the Right Thing Calendar Contest information. COG reminded the group to utilize this resource and forward it to their communications or marketing departments where applicable.

ACTION ITEMS

5. **FY19 Project Discussion and Vote.** The group will vote on the projects discussed at January 2018 meeting. Those not in attendance will have a chance to vote via email.

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Kathleen recapped the FY19 project options discussed during the January meeting and summarized the discussion that occurred. Attendees reiterated the opinion expressed at the January meeting and unanimously voted to do one or more (funds permitting) animated explainer videos, in addition to a visual update on the yard waste management brochures. Those not in attendance will be given one week to offer alternate opinions.

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

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

Kathleen notified the group of upcoming TMDL subcommittee meetings and trainings, and the progress on the I-Plan Status Report. Kathleen requested suggestions for municipal speakers on supplemental feeding of waterfowl and the group provided several helpful leads.

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

The WATER group is currently focused on the Med Take-Back campaign. This group will host a Grease Trap Training in the fall.

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

Derica Peters requested that the group specifically highlight Earth Day events, in addition to their regular updates.

Garland – Just had their Earth Day trash pickup and festival on 04/14. It was cold and windy, but there was still a good turnout. NCTCOG was in attendance.

Mansfield – Will be holding an event on 04/28. They have good participation from a variety of vendors this year and are very excited about the event. Mansfield has a new Environmental Education Specialist and a new Communications and Marketing Manager.

Carrollton – Is not holding an Earth Day event this year, but is doing creek cleanups instead.

Grand Prairie – Will hold an event in late April called Explore the Outdoors. It is mostly aimed at pre-schoolers and young children.

Irving – Will attend Earth Day Texas at Fair Park.

Frisco – Is hosting an Earth Day event on 04/21 called Clean It, Green It. They will have volunteers picking up litter and marking storm drains. This is also combined with a Chunk Your Junk event, drug take-back, and shower head exchange. Over 200 people registered to volunteer.

Plano – Held a Great American Cleanup event on 04/14 and had good attendance despite the bad weather. The Stormwater Division is being renamed to Environmental Quality and some leadership roles are changing.

Eules – Will hold a revitalizing homes event on 4/21, which also includes revitalizing some green spaces. Eules will also be holding an Arbor Day celebration.

Tarrant Regional Water District – Offered to add any events from group members to TRWD's events page in an effort to make a one-stop-shop for the 18 counties in their watersheds. Will participate in May Fest in Fort Worth. The stream trailer has been making its rounds at schools and spring events.

Cedar Hill – Will be attending Earth Day Texas and hosting its own Earth Fest on the evening of Monday, 04/23. The latter event will feature 35+ vendors and free trees for residents.



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Fort Worth – Hosted Earth Party on 3/24. 8,000 people volunteered for the Great American Cleanup event. Will be attending Earth Day Texas.

Hurst – Conducted a hazardous waste collection event on 4/14.

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

10. **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
Wednesday, April 18, 2018
9:30 a.m., Tejas Conference Room



MEMBER SIGN IN SHEET

***Everyone marked with an "X" is on the PETF roster as of May 2017. If you are not on the roster and would like to be added, please mark the empty box.**

****Additionally, please note anyone who may have moved positions since last year so we can either update their information or remove them from the roster.**

NAME	SIGNATURE	ORGANIZATION	ROSTER
Alexis Ackel		NCTCOG	
Blake Alldredge		Upper Trinity Regional Water District	
Sean Aucoin		City of Frisco	X
Paula Breysacher		City of Garland	X
Randy Bright		City of Colleyville	
Ross Brookbank		City of Bedford	X
Ashley Carlisle		City of Southlake	
Mitchell Carpenter		City of Burleson	
Martha Cavazos Fipps		City of McKinney	
Esther Chitsinde		DFW Airport	X
Greg Dickens	<i>Lead - AT wants to receive notice</i>	City of Hurst	X
Gail Donaldson		City of Allen	X
James Duvall		City of Azle	X
Renee Esses		City of Farmer's Branch	
Katy Evans		City of Farmer's Branch	
Garry Fennell		City of Irving	X
Moss Fennell		VRX - NTTA	X
Heather Firn	<i>→ still at w Plano attends several other COG meetings; may not be attending this one</i>	City of Plano	X
Becca Grassl-Petersen		Tarrant County	X
Perry Harts	<i>Division Head. Probably won't attend but will still be on e-mail lists</i>	City of Frisco	X

Does not typically attend

X Does not typically attend

Tony Hartzel		Texas Department of Transportation	X
Heath Haseloff		Town of Highland Park	X
Aaron Hoff		Trinity River Authority	
Tracy Hollis		Waters to the Sea	
Tracy Homfeld		Collin County	X
Fouad Jaber		Texas A&M University	X
Amy James		TxDOT Fort Worth	X
Jerry Joslin	<i>see guest list</i>	City of Hurst	X
Gregg Kidd	<i>Gregg Kidd</i>	City of Cedar Hill	X
Fisha Lane		City of Richardson Health Dept.	X
Jodie Ledat		City of University Park	X
Kaitlin Lisenbe		City of Denton	X
Katie Masucci		City of Plano	X
Amitis Meshkani		NTTA	X
Becky Moren	<i>Becky Moren</i>	City of Euless	X
Samonia Mosley		City of Dallas	X
Gregg Moss		City of Grapevine	X
William Nahas		City of Allen	X
Kevin Neal		City of Fort Worth	
Amber Nelson	<i>Amber Ne</i>	City of Irving	
Tuan Ngo		City of North Richland Hills	X
Kevin O'Dell		City of Bedford	X
Christina Osterlund		City of Fort Worth	X
Abby Owens	<i>→ has moved over to public works</i>	City of Plano	X
Marissa Paz		Town of Addison	X
Krista Pender	<i>Krista Pender</i>	City of Carrollton	X
Brent Redd		City of Irving	X Does not typically attend

Lorrie Reeves		City of Garland	X
Echo Rexroad	<i>Echo Rexroad</i>	City of Grand Prairie	X
Nedra Richard-Morgan		City of Dallas	X
Sherrie Rios		City of Dallas	X
Richard Ross		City of Euless	X
Carolyn Russell	<i>Carolyn Russell</i>	City of Plano	X
Marty Savage	<i>Marty Savage</i>	City of Fort Worth	X
Mike Sferra		City of Wylie	X
Arianne Shipley	<i>replaced with Rebecca Sales rebecca.sales@mansfieldtx.gov</i>	City of Mansfield	X
Robby Stengel		City of Denton	X
Linda Sterne		City of Fort Worth	X
Jordan Strickler		City of Lewisville	X
Brandon Svane		City of Bedford	X
Janice Tower		City of Richardson	X
Christi Upton		DFW Airport	X
Joe Villa		City of Hurst	X
Duy Vu		City of Cedar Hill	X
Melissa Walker		City of Arlington	X
Tammy Walters		DFW Airport	X
Joyce Warren		City of Frisco	X <i>Does not usually attend</i>
Mike Wilson		City of Garland	X
Julie Winchell		City of Cleburne	X
Michelle Wood-Ramirez	<i>Michelle Wood-Ramirez</i>	Tarrant Regional Water District	
Dotty Woodson		Texas AgriLife	X

