



## North Central Texas Council of Governments

# SUMMARY

### Public Education Task Force

Wednesday, January 16, 2019

9:30 a.m., William J. Pitstick Executive Board Room

NCTCOG Offices, CPII

616 Six Flags Drive, Arlington, TX 76011

#### 1. Welcome and Introductions.

Tamara Cook, NCTCOG, opened the meeting and introduced Crysta Guzman, NCTCOG, who will be taking over as the NCTCOG staff contact for the Stormwater Public Education and Pollution Prevention Task Forces.

### DISCUSSION

#### 2. FY19 Work Project – Educational Videos. The group will be updated on the results of the survey and asked to provide input for video development.

The results of the Educational Video Topic Survey were presented to the group. The results ranked the top three topics as follows: Litter, Pesticides & Fertilizers, and Pool Care. The group spent a considerable amount of time discussing specific points to include in the script for each identified video topic. The NCTCOG staff will compile the group's feedback to be used in the development of video scripts. Currently, the NCTCOG is in the process of vetting vendors to produce the educational videos. The video production companies all have the capability to produce whiteboard, animated, and live action style videos. The group consensus was that animated and live action videos would suit the needs of the videos. Depending on the topic and intended use of the video, the videos will have a play time of 60 or 90 seconds. The NCTCOG will continue to work on facilitating the production of at least one video per year.

#### 3. Cooperative Purchase. The group is updated on the new cooperative purchase processes and provides input on item list.

The staff at NCTCOG worked with their Procurement Department on the Cooperative Purchase Program to make the process streamlined and put more control in the hands of program participants. The Procurement team has provided a list of Choice Partner vendors that all municipal entities have access to purchase promotional materials through. These Choice Partners have contracts with municipalities to offer items at a rate that is discounted from the normal list price. This eliminates the need for the NCTCOG to compile orders from all program participants to obtain best pricing. The ability to order promotional items at best pricing should now be available directly to program participants, and at any time throughout the year. The NCTCOG compiled a list of the most requested promotional items, obtained quotes from the Choice Partner vendors for those items, and compiled those estimated prices into a spreadsheet that has been made available to the group. A corresponding Vendor Guide was put together as well to help walk program participants through ordering promotional items on their own. At the request of the group, the NCTCOG staff will add reusable straws and canvas bags to the list. Several items (curb markers, curb marker adhesive, fat trapper boxes, and fat trapper refill bags) were identified as being supplied by a single

source, or limited number of vendors, and presented the need to follow the previous cooperative purchase process. These items will continue to be ordered each Spring as a cooperative purchase by completing the [Cooperative Purchase Order Form](#).

4. **March is Texas SmartScape Month.** NCTCOG unveils 2019 SmartScape promo materials.

The 2019 March is Texas SmartScape month promotional materials were revealed to the group. The slogan that received the most votes by the group for 2019 was *Plant with a Purpose*. The corresponding graphics highlight pollinators in a suburban garden scape. Additional graphics were created to help residents draw the connections between each type of pollinator and the types of plants that support the pollinators throughout each season. These graphics will be made available to the PETF members on the NCTCOG [website](#) for use on social media, as posters, or flyers. A comment of concern was raised about encouraging hummingbirds to winter in North Texas, instead of continuing their migration journey, by supplying them a food source. The NCTCOG staff agreed to checking with a Texas Park Ranger or Master Naturalist before finalizing the graphics to make sure the graphics support best practices in regard to hummingbirds and wintering in North Texas.

5. **Texas SmartScape: 2019 Plant Sales.** The Public Education Task Force discusses participation in the plant sales this spring.

The NCTCOG staff requested that members continue to submit any plant sales that will be happening in their cities or counties in the coming months. Staff members will continue to actively seek out plant sales happening around the region to post. They will also continue to work on a relationship with the Native Plant Society of Texas and partnerships for plant sales around the region. Members announced that there will be Plant Sales through the Johnson County Master Gardeners Association in March or April. The Native Plant Society of Texas - Prairie Rose Chapter will also hold a native plant sale in Glen Rose in April.

6. **PETF Activity Reports.** Discuss if the Stormwater Education Events Calendar mentioned in the Activity Reports is still useful.

The NCTCOG staff brought to the group's attention that the Stormwater Education Events Calendar, mentioned at the end of the PETF Activity Reports, was no longer being updated on the NCTCOG website. The question was presented to the group on whether or not this calendar was still relevant, or if this information could be removed from the Activity Reports. The group's feedback was that this calendar is difficult to find. Additionally, that calendar has since been replaced by other tools, such as the SmartScape events calendar, and is no longer relevant for the Activity Report.

7. **Brainstorm FY20 Project.**

NCTCOG staff led a discussion on ideas for the next fiscal year Work Program. In previous years ideas that were presented, but not selected, include: updating the landscaping brochures, creating educational enrichment items such as a pop-up display, and updating the SmartScape information for a younger audience. New ideas brought forward by the group largely centered around targeting the issue of single use plastics or the theme of communities reducing plastic in their lives. As single use bags, straws, bottles, and other plastic items are a floatables issue for most cities, targeted education on the topic would be very beneficial. This is also a hot topic with a great deal of public interest at the moment so taking advantage of public interest and sentiment would be of interest to the group. Examples of targeted education could show picture examples of why it is important to curb the use of plastics and how to dispose of them properly with a tie-in to liter reduction. NCTCOG staff suggested that there could be a possible tie-in or partnership opportunity with the [Time to Recycle](#) website and campaign. Educational materials could encourage the use of less plastics and buying from companies that have made an effort to reduce the amount of plastic in their goods and packaging. A possible deliverable for this idea would be a social media toolkit for floatables. One last idea presented was creating a campaign similar to the *Leaf It A Lawn* campaign



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from several years ago which encouraged residents to mulch and compost grass clippings and leaves. This would also have a potential tie-in to a Solid Waste and joint educational opportunities. The NCTCOG staff will compile the ideas presented and send out an email prior to the next PETF meeting for members to vote on the Work Program for Fiscal year 2020. The results of the voting will be presented at the next meeting and taken before the RSWMCC in May for approval.

### OTHER BUSINESS AND ROUNDTABLE DISCUSSION

#### 8. Other NCTCOG Program Updates.

The next RSWMCC meeting is scheduled for February 19, 2019. The next iSWM meeting is scheduled for April 12, 2019.

#### 9. Discuss other educational events in the region.

- Urban Riparian Symposium, February 27 – March 1, 2019
- Bullseye Assessment Training, February 27, 2019
- TCEQ Trade Fair, May 14-15, 2019
- The EPA Region 6 Stormwater Conference, will be held in Denton in July. Additional details are pending.

#### 10. Roundtable. Members are asked to share what is happening in their communities.

*TRWD: next week on January 24, 2019, the TRWD will be hosting a hands-on training for the educational trailers. Also asked the group for input about a question that was put forth from a HOA about permanent ground cover. Trophy Club's input was that they allow permanent ground cover.*

*Mansfield: will be hosting the educational trailer training for the TRWD.*

*Trophy Club: working to improve stormwater management program and resident training. Finalized site/construction inspection reports. Ready for the next MS4 report. They are almost completely built out.*

*Fort Worth: the Cowtown Great American Cleanup is scheduled for March 30<sup>th</sup> with the Earth Party and Chasing Leaks 5k taking place afterwards.*

*Grand Prairie: working on their annual report and will be holding an Adopt a Stream Clean-Up event on March 19<sup>th</sup>.*

*Burleson: will be holding a Trash Bash and Earth Party event on April 6<sup>th</sup>. Considering hosting a 5k, or jogging, in conjunction with the event. Have a HHW event scheduled for April 27<sup>th</sup>.*

*Tarrant County: working on their stormwater permit; have an open position for a Sanitarian I.*

*Carrollton: working on their annual report. Will host a citizens evening in February.*

*Southlake: hosting the Newcomers Guide to Gardening event on February 23<sup>rd</sup>.*

*Denton: holding a Scout Day on February 2<sup>nd</sup>; the Great American Cleanup on March 23<sup>rd</sup>; and the Redbud Festival on April 13<sup>th</sup>. Will participate in the Denton Arts and Jazz Festival at the end of April.*

*Grapevine will hold a HHW event on March 30<sup>th</sup>.*

*Colleyville: the Stormwater program is working with schools in the district.*

*Plano: will be holding a Love Your Stormwater event in March and the Great American Cleanup on April 13<sup>th</sup>.*

*Allen: working on their Annual Report.*

*Dallas: hosting the North Texas Climate Change Symposium on February 4<sup>th</sup>; passing out free trees on March 9<sup>th</sup>; hosting EarthX in April; and working on environmental climate action plan.*

*NCTCOG: the MS4 General Permit should be adopted today with the effective date thought to be 1-2 weeks from today. There is a new webpage tool for Discharge Monitoring Reports (DMR). That page can be found here: <https://www.tceq.texas.gov/permitting/netdmr>.*

**11. Next Meeting Date.** The next meeting is scheduled for Wednesday, April 3, 2019, at 9:30 a.m. in the Fourth Floor Large Meeting Room.

**12. Adjournment.**

If you have any questions regarding the meeting or agenda items, please contact Crysta Guzman at (817) 695-9107 or [cguzman@nctcog.org](mailto:cguzman@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) 695-9107 or [cguzman@nctcog.org](mailto: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, January 16, 2019**  
**9:30 a.m., William J. Pitsstick Room**



**MEMBER SIGN IN SHEET**

NAME	SIGNATURE	ORGANIZATION
Blake Alldredge		Upper Trinity Regional Water District
Sean Aucoin		City of Frisco
Paula Breysacher		City of Garland
Randy Bright	<i>Randy Bright</i>	City of Colleyville
Ashley Carlisle		City of Southlake
Mitchell Carpenter	<i>Mitchell Carpenter</i>	City of Burleson
Martha Cavazos Fipps		City of McKinney
Shawn Cheairs		Town of Addison
Esther Chitsinde		DFW Airport
Greg Dickens		City of Hurst
Gail Donaldson		City of Allen
James Duvall		City of Azle
Renee Esses		City of Farmer's Branch
Katy Evans		City of Farmer's Branch
Garry Fennell		City of Irving
Moss Fennell	<i>Moss Fennell</i>	VRX - NTTA
Becca Grassl-Petersen	<i>Becca Grassl-Petersen</i>	Tarrant County
Perry Harts		City of Frisco
Tony Hartzel		Texas Department of Transportation
Duane Hengst		City of Hurst
Aaron Hoff		Trinity River Authority
Tracy Hollis		Waters to the Sea
Tracy Homfeld		Collin County

<b>Marty Hott</b>		<b>City of Fort Worth</b>
<b>Fouad Jaber</b>		<b>Texas A&amp;M University</b>
<b>Gregg Kidd</b>	<i>Gregg Kidd</i>	<b>City of Cedar Hill</b>
<b>Tisha Lane</b>		<b>City of Richardson Health Dept.</b>
<b>Jerry Laverty</b>		<b>City of Bedford</b>
<b>Jodie Ledat</b>		<b>City of University Park</b>
<b>Katie Masucci</b>		<b>City of Plano</b>
<b>Amitis Meshkani</b>		<b>NTTA</b>
<b>Samonia Mosley</b>		<b>City of Dallas</b>
<b>Gregg Moss</b>	<i>Gregg Moss</i>	<b>City of Grapevine</b>
<b>William Nahas</b>	<i>William Nahas</i>	<b>City of Allen</b>
<b>Kevin Neal</b>		<b>City of Fort Worth</b>
<b>Amber Nelson</b>		<b>City of Irving</b>
<b>Tuan Ngo</b>		<b>City of North Richland Hills</b>
<b>Christina Osterlund</b>		<b>City of Fort Worth</b>
<b>Abby Owens</b>		<b>City of Plano</b>
<b>Krista Pender</b>	<i>Krista Pender</i>	<b>City of Carrollton</b>
<b>Zach Peterson</b>	<i>Zach Peterson</i>	<b>City of Denton</b>
<b>Chandani Rana</b>		<b>City of Grand Prairie</b>
<b>Brent Redd</b>	<i>Brent Redd</i>	<b>City of Irving</b>
<b>Lorrie Reeves</b>		<b>City of Carrollton</b>
<b>Echo Rexroad</b>		<b>City of Plano</b>
<b>Nedra Richard-Morgan</b>	<i>Nedra Richard-Morgan</i>	<b>City of Dallas</b>
<b>Sherrie Rios</b>		<b>City of Dallas</b>
<b>Richard Ross</b>		<b>City of Euless</b>
<b>Carolyn Russell</b>	<i>Carolyn Russell</i>	<b>City of Plano</b>
<b>Rebecca Sales</b>	<i>Rebecca Sales</i>	<b>City of Mansfield</b>

*Laura Prater*

*Rebecca Sales*

*10 11*

<b>Marty Savage</b>	<i>M Savage</i>	<b>City of Fort Worth</b>
<b>Mike Sferra</b>		<b>City of Wylie</b>
<b>Linda Sterne</b>		<b>City of Fort Worth</b>
<b>Jordan Strickler</b>		<b>City of Lewisville</b>
<b>Brandon Svane</b>		<b>City of Bedford</b>
<b>Janice Tower</b>		<b>City of Richardson</b>
<b>Christi Upton</b>		<b>City of Denton</b>
<b>Joe Villa</b>		<b>City of Hurst</b>
<b>Duy Vu</b>	<i>Duy Vu</i>	<b>City of Cedar Hill</b>
<b>Melissa Walker</b>	<i>Melissa Walker</i>	<b>City of Arlington</b>
<b>Tammy Walters</b>		<b>DFW Airport</b>
<b>Joyce Warren</b>		<b>City of Frisco</b>
<b>Mike Wilson</b>		<b>City of Garland</b>
<b>Michelle Wood-Ramirez</b>	<i>Michelle Wood-Ramirez</i>	<b>Tarrant Regional Water District</b>
<b>Dotty Woodson</b>		<b>Texas AgriLife</b>

*Julie Blundell*

