



North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Wednesday, April 3, 2019

9:30 a.m., Fourth Floor Large Conference Room

NCTCOG Offices, CPIII

600 Six Flags Drive, Arlington, TX 76011

1. **Welcome and Introductions.**

DISCUSSION

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

The social media toolkit for the contest period will be put on the website this week with the toolkit for the public voting period to follow in the coming months. The contest period is scheduled to open on May 1, 2019 and run through June 30, 2019. The NCTCOG staff will then organize the contest entries and open the public voting in mid to late July. The public voting period will be open for four weeks.

3. **FY19 Work Project Update– Educational Videos.** NCTCOG will update the group on the development of the video outline and script.

The NCTCOG is seeking one vendor to produce educational videos for several committees and programs. A vendor that suits the needs of the whole will be selected through the RFP process within the coming weeks. In the meantime, feedback from the last meeting has been incorporated into the development of a video outline and sample script. The outlines for the videos break down the problems, causes, and ways to address the problems. Feedback on the sample scripts was requested from the group along with images and photos from the region to be incorporated into the videos. A stormwater educational video produced by the City of Lubbock was shown to the group as an example of both messaging and video length.

4. **Texas SmartScape Update.** NCTCOG will provide an update on Plant Sales and audience reach.

Currently, the Texas SmartScape website has 18 native plant sales, or related events hosting a native plant sale, from around the region posted on the Plant Sale calendar. Each week staff will post announcements on social media highlighting the plant sales happening that week. Please continue to share about the SmartScape program using the hashtags #SmartScapePlantSale and #PlantSale2019.

Analytics for the Texas SmartScape website showed that the website recently had its highest number of daily users in its history at 1,219 views on March 23, 2019. During the monthly time period of February 26, 2019, through March 27, 2019, there were 19,995 users who spent an average of 2:07 on the website. This increase in views and website traffic is the result of the collective efforts of the NCTCOG and all the cities who promote the program.

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ACTION ITEMS

5. **FY20 Project Discussion and Vote.** The group will vote on the projects discussed at January 2019 meeting. Those not in attendance will have a chance to vote via email.

The online poll for the FY20 Work Project was scheduled to closed on April 3rd but the deadline has been extended to April 17th. Members were encouraged to vote online or through the paper ballot available at the meeting. As of the meeting, the top ideas were reducing plastic waste and consumption or revisiting "Leave it on the Lawn". Additional ideas submitted through the online survey included: water conservation, alternative lawns such as native grass options, and exploring barriers that are preventing residents from using municipal dumps.

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

6. **Other NCTCOG Program Updates.**

For Stormwater Monitoring, the Annual Regional Wet Weather Characterization Program Monitoring Report for the North Texas region was sent to TCEQ. Currently it is under review and any questions that may arise from the report will be sent to the NCTCOG.

For the iSWM program, a consultant from Halff will be at the meeting on April 24, 2019, to discuss Year 3 task orders and answer any questions regarding the completion of Year 2 task orders.

The Wastewater and Treatment Education Roundtable (WATER) members collected 3,580.05 gallons of fats, oils, and grease as part of the 2018 Holiday Grease Roundup. This event ran from November 26, 2018, to January 7, 2019. WATER members would also like for everyone to know that the next DEA Drug Take Back Day is scheduled for Saturday, April 27, 2019.

Updates on the Trash Free Texas campaign and website will be given at the next meeting.

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

The TCEQ Environmental Trade Fair and Conference will be held in Austin from May 14th – 15th. The Keep Texas Beautiful Conference will take place June 18th – 20th in Rockwall this year. The EPA Region 6 Stormwater Conference is scheduled for July 28th – August 1st in Denton.

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

NCTCOG: will likely be at the Keep Texas Beautiful conference this year in Rockwall. Have a regional stormwater survey going out before the next RSWMCC meeting. Important to receive your feedback through the survey on challenges faced by your departments and communities.

Cedar Hill: have a seasonal position open for an Environmental Tech. This position would be good for a college student in a science related field and will be part-time for 3 months.

Addison: holding a small Earth Day event on April 27th. This is the first time holding this particular event so will be partnering with the Arbor Day Foundation.

TRA: created and posted a pet waste digester video online back in October. Views were not significant until recently when the hashtags and search keywords were updated. Since then, views have skyrocketed. Have continued to monitor the installation site to see how it holds up over time. A lesson learned is that 1-3 gallons of water need to be added each week to keep the decomposition going. This is especially necessary in Texas where we can go through hotter and dryer spells. Residents interested in installing one will first need to check if they are in a high ground water area. TRA is considering applying for grants to obtain more Stream Trailers. Want to find ways to regionally educate kids about watersheds. Another item under consideration is an augmented sandbox. These are more portable for classroom demonstrations and are scaled down without the need for water, just power.



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TRWD: just posted a video online that shows land stewardship. Already have a conservation video available and are currently working on a stormwater video. They are constructing the region's first stormwater detention system on their property and will be able to offer demonstrations, upon completion, for residents and contractors.

Carrollton: Holding creek clean-ups and adopt-a-spots. Will hold a presentation on creeks in the coming weeks using paper and markers as visuals.

Plano: holding a Great American Cleanup event soon. Will also hold a Love Your Stormwater event.

Grand Prairie: currently working on the 5-year plan.

Southlake: held Fix-a-Leak event last week. This year built a display that showed a leaking toilet which was an effective visual.

Tarrant County: not holding own Earth Day event but will be present at the one in Burleson. Also want to encourage everyone to attend the state stormwater permit workshop as it has proven to be valuable to them.

Dallas: a lot is happening internally with different departments merging. Recently put together a toolkit to help standardize outreach events. Will have their first townhall at EarthX. Recently held a ULandscapelt event with over 100 people attending despite the rain.

Mansfield: recently held a water utilities event with the goal of engaging residents on the topic of water. The event registration filled up in two days. As a visual demonstration, built a tower out of water bottles to demonstrate how many bottles of water a family of four can go through in one week. Planning a similar event during the summer that incorporates other focuses as well. The goal is to try and engage residents who really want to be good environmental stewards, and this is paying dividends as these residents are then in turn educating their neighbors and advocating for the city. Will be teaming up with the local Farmers Market to hold an Earth Day event this year. Hoping to draw around 1,000 people through the cross traffic generated through the partnership. Will be auctioning off rain barrels at the event that have been painted by local artists as a way to draw in crowds that are interested in art and to engage them in environmental stewardship.

9. **Next Meeting Date.** The next meeting is scheduled for Wednesday, July 17, 2019, 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 Crysta Guzman at (817) 695-9107 or 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 Barbara Bradford at (817) 695-9231 or bbradford@nctcog.org at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.

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Stormwater Public Education Task Force
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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		City of Burleson
Martha Cavazos Fipps		City of McKinney
Shawn Cheairs	<i>Shawn Cheairs</i>	Town of Addison
Esther Chitsinde		DFW Airport
Greg Dickens Josh Pauling	<i>Josh Pauling</i>	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	<i>Aaron Hoff</i>	Trinity River Authority
Tracy Hollis		Waters to the Sea
Tracy Homfeld	<i>Tracy Homfeld</i>	Collin County

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

Marty Savage		City of Fort Worth
Mike Sferra		City of Wylie
Linda Sterne		City of Fort Worth
Jordan Strickler		City of Lewisville
Janice Tower		City of Richardson
Christi Upton		City of Denton
Joe Villa		City of Hurst
Duy Vu		City of Cedar Hill
Melissa Walker		City of Arlington
Tammy Walters		DFW Airport
Joyce Warren		City of Frisco
Mike Wilson		City of Garland
Michelle Wood-Ramirez		Tarrant Regional Water District

