



## North Central Texas Council of Governments

# SUMMARY

### Public Education Task Force

Wednesday, October 16, 2019

9:30 a.m., Tejas Conference Room

NCTCOG Offices, CPIII

600 Six Flags Drive, Arlington, TX 76011

### 1. Welcome and Introductions.

### ACTION ITEM

2. **FY20 Work Project.** NCTCOG staff will lead a discussion and gather feedback on specific actions to take for the new fiscal year Work Program focusing on plastic pollution.

NCTCOG staff led a discussion on actionable items that could be undertaken by them to support the FY2020 Work Program targeting plastic litter and floatables. Through group discussion, it was decided that action will be split into two main components; one targeting public education and one targeting public involvement and action. Public education will primarily take place through social media efforts and the PETF educational video on Litter. Public involvement and action will take place through a coordinated region-wide clean-up event in the Spring.

The group decided the creation of a social media toolkit to be used by members would be the best avenue to provide educational messaging around the topic of plastic pollution, floatables, and influence consumption and/or behavior changes as they relate to single-use plastics. NCTCOG staff will create the social media toolkit for use group members to ensure that coordinated and cohesive messages are being distributed across the region.

For public involvement, the group decided to focus on coordinating a region-wide clean-up challenge, potentially taking place in the Spring. NCTCOG will reach out to Keep Texas Beautiful (KTB) to suggest a partnership for the Spring Sweep, which will be helpful to smaller communities who would be able to utilize the resources of KTB. The group suggested for the regional challenge to encourage a friendly clean-up competition amongst the cities in the region.

### DISCUSSION

3. **Doo the Right Thing.** NCTCOG staff will update the group on the status of the 2020 Doo the Right Thing calendar and brand refresh.

The participation and contest results for the 2020 Doo The Right Thing Calendar were summarized as both the contest and voting periods have closed. There were 179 entries from 31 cities across the region with 261 votes coming from 66 cities across the region, state, and greater U.S. All featured winners and contest participants have been of the results of the calendar. The calendar layout is near completion and pre-orders for a NCTCOG branded calendar will be accepted through Friday, November 1, 2019. To order NCTCOG branded calendars or request the print files for personalization with city or agency info, please email [Crysta Guzman](mailto:Crysta.Guzman).

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A brand refresh of the Doo the Right Thing (DTRT) program was unveiled with new logos, fonts, and designated social media accounts. The DTRT social media accounts will begin posting content starting in November 2019 and are expected to generate an increased, and more authentic, engagement with the pet owner population of North Texas. At the request of the Total Maximum Daily Load (TMDL) committee, a social media toolkit utilizing the Doo The Right Thing program was created for the calendar year of 2020 to help drive messaging all year long about the importance of picking up pet poo. The social media toolkits will be posted on a quarterly basis to the Public Education Task Force page on the NCTCOG website for use by TMDL and PETF members. To follow the DTRT social media accounts, search for username **DooNorthTexas** on Twitter, Facebook and Instagram. Follows, likes and shares are always appreciated as they help spread the message across the region. To obtain the new DTRT logos for promotional efforts and items, please email [Crysta Guzman](mailto:Crysta.Guzman).

4. **March is Texas SmartScape Month.** The group will discuss proposed visuals for the 2020 March is Texas SmartScape Month campaign.

Draft graphics for the 2020 March is Texas SmartScape Month were presented to the group for feedback on the designs. The group selected two options that will be shared via an email survey to the PETF for additional feedback prior to finalizing the designs. The graphics will be finalized by mid-December and provided to the group along with the support materials for city newsletters, bill inserts, and etc.

5. **FY19 Work Project Update.** NCTCOG staff will update the group on the status of this project.

NCTCOG staff updated the group on the status of the educational videos. The storyboard draft for the Litter video was shown to obtain first impressions and feedback. Storyboards for the Yard and Lawn Care as well as the Pool Care videos are still under development. There will only be 2 revisions allowed per video so collecting and incorporating all feedback in a timely manner will be important. The group voted to coordinate the review and feedback of videos via email and surveys versus waiting for the next meeting to see updates and changes in order to keep the project progressing along and not incur further delays.

6. **Stormwater Cooperative Purchase.** The group will discuss the cooperative purchase program.

NCTCOG staff summarized the results of the recent survey conducted on the Stormwater Cooperative Purchase program. The results showed that group members are still utilizing the program but, due to a lower than expected survey participation rate, the survey will remain open through November 1, 2019, to allow for additional participation. Information on the Stormwater Cooperative Purchase of curb markers, fat trapper bags, and fat trapper boxes for Fiscal Year 2020 will be sent out in the coming weeks to month. The group was reminded that for print items such as doorhangers and bookmarks, they can now request those files from NCTCOG staff at any time. Promotional and educational items, such as rain gauges and dog poo bags, can be ordered through Choice Partner contracts at any point in time throughout the year. This allows group members to order items they need, when they need it without needing to wait for an annual group purchase. When ordering through a Choice Partner contract, it should first be verified that an ILA has been put in place between the city and that Choice Partner. If there is not one in place, it may be necessary to take this as an item to city council for approval.

## **OTHER BUSINESS AND ROUNDTABLE DISCUSSION**

7. **Other NCTCOG program updates.** NCTCOG staff will share recent and upcoming activities of the TMDL and Wastewater and Treatment Education Roundtable programs.

The Wastewater and Treatment Education Roundtable (WATER) will be conducting their annual Holiday Grease Roundup from November 25, 2019, through January 6, 2020. To request a free



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container for FOG collection please reach out to [Hannah Allen](#) by November 8, 2019. NCTCOG will provide promotional materials and flyers.

The WATER group will be holding a Pretreatment Industrial Inspections Training on November 14, 2019. Please see the Events page on the NCTCOG website for additional details.

The Total Daily Maximum Load (TMDL) group will be holding an Egret Rookery Management Workshop on October 23, 2019. A webinar for Supplemental Environmental Projects will be held on November 12, 2019.

The TMDL Stormwater Technical Subcommittee will meet on October 29, 2019. The TMDL Wastewater Technical Subcommittee will meet on November 19, 2019.

8. **Conferences & Events.** NCTCOG staff will share regional and statewide conferences and events.

The Texas Plastic Pollution Symposium will take place in Galveston on October 29, 2019. The DCCCD Sustainability Summit will be held at the Eastfield campus in Mesquite on November 8, 2019.

9. **Roundtable.** Members will share what is happening in their communities.

**NCTCOG:** Update on the simplified Cost Share program for Stormwater. Can now request program participation and billing via email instead of needing to complete the Cost Share Commitment Form on the NCTCOG website. To participate, please email Carolyn Horner at [chorner@nctcog.org](mailto:chorner@nctcog.org).

**Arlington:** Working on Floodplain Committee outreach and the City Council approved seeking a Bee City USA certification for Arlington. Melissa will head up that effort and focus on encouraging native bees and all pollinators with Bee Week taking place in June. Will be participating in the BioBlitz for all pollinators and working on partnerships with the Master Naturalists.

**Burleson:** Holding an HHW event in conjunction with Fort Worth. Will be posting an open position for a Health Inspector/Sanitarian with cross over for other environmental aspects. The position would start in January.

**Mansfield:** Recently held a Fall Creekside Cleanup event which had 3 times the number of volunteers than in recent years. Will be supporting the Future City competition efforts of local schools by taking the kids out to view the water and wastewater treatment plants. For this year's competition they will be designing a city water system that is resilient to a natural disaster or terrorism.

**Southlake:** Hosted a training for staff on Illicit Discharge and Good Housekeeping for field staff. Participants had to guess items on cards they created. Willing to share the cards and documents they created for the training with whoever is interested in utilizing for their own trainings.

**Prosper:** Currently getting ready for Christmas festival. In the Spring will resume taking their watershed models to the local schools and are already booking up.

**Dallas:** Conducted public outreach of various types during the Texas State Fair. Distributed pet waste bags and bowls with pet poo info. As they recently received their Stormwater permit back from TCEQ and it is now open for Public Comment, they put that info on flyers to hand out at fair. Will be holding a tri-city clean-up in conjunction with Rowlett and Garland. The Waterwise Landscape Tour will take place on October 26<sup>th</sup> from 9 a.m. to 3 p.m. Planning to have educational mini talks at several of the stops on topics such as: rain barrels, pollinators, and irrigation. There will be 10 private homes and 5 community gardens featured on the tour.

10. **Next Meeting Date.** The next meeting is scheduled for Wednesday, January 29, 2020, at 9:30 a.m. in the Tejas Conference Room B.

11. **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 Barbara Bradford at (817) 695-9231 or [bbradford@nctcog.org](mailto:bbradford@nctcog.org) at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.

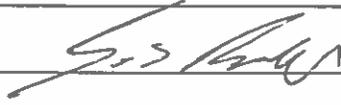


**Stormwater Public Education Task Force**  
**Wednesday, October 16, 2019**  
**9:30 a.m., Tejas Conference Room**



**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	<i>Katy Evans</i>	City of Farmer's Branch
Moss Fennell	<i>Moss Fennell</i>	VRX - NTTA
Becca Grassl-Petersen	<i>Becca Grassl-Petersen</i>	Tarrant County
Tony Hartzel		Texas Department of Transportation
Aaron Hoff		Trinity River Authority
Tracy Hollis		Waters to the Sea
Fouad Jaber		Texas A&M University
Devan Jones	<i>Devan Jones</i>	City of Carrollton
Gregg Kidd	<i>Gregg Kidd</i>	City of Cedar Hill
Jodie Ledat		City of University Park

<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>		<b>City of Grapevine</b>
<b>William Nahas</b>		<b>City of Allen</b>
<b>Kevin Neal</b>		<b>City of Fort Worth</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>Adam Parsons</b>		<b>City of Denton</b>
<b>Krista Pender</b>		<b>City of Carrollton</b>
<b>Laura Prater</b>		<b>City of Mansfield</b>
<b>Chandani Rana</b>		<b>City of Grand Prairie</b>
<b>Brent Redd</b>		<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>		<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>		<b>City of Plano</b>
<b>Rebecca Sales</b>		<b>City of Mansfield</b>
<b>Marty Savage</b>		<b>City of Fort Worth</b>
<b>Mike Sferra</b>		<b>City of Wylie</b>
<b>Lissa Shepard</b>		<b>Dallas County</b>
<b>Linda Sterne</b>		<b>City of Fort Worth</b>
<b>Jordan Strickler</b>		<b>City of Lewisville</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>		<b>City of Cedar Hill</b>
<b>Melissa Walker</b>		<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>		<b>Tarrant Regional Water District</b>

