



## North Central Texas Council of Governments

# SUMMARY

### **Public Education Task Force**

Wednesday, October 18, 2017

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 next spring.

NCTCOG asks who is still planning to work with Home Depot on the plant sales in the spring and no one responds affirmative. NCTCOG asks who is planning on reaching out to local nurseries and Frisco hopes to continue working with Shades of Green. The PETF will revisit the topic closer to spring at the next meeting.

3. **FY17 Project Update.** NCTCOG staff updates the group on the Stormwater Educator's Toolbox and seeks feedback.

NCTCOG updates the group on changes made to the Educator's Toolbox based on feedback from the last meeting. Changes included additions of new Audience types (General Public, Homeowners, and Commercial Businesses), a new Locality (Texas), and new Resource types (several). Frisco asks if it would be possible for us to house a photo database to use for newsletters (this may coincide nicely with the FY18 project). NCTCOG asks how the cities normally reach out to commercial businesses. The group responds with pamphlets and posters. Later in the meeting, a member asked about how we are marketing the toolbox and to whom. NCTCOG responded that the audience broadly includes stormwater educators (municipal staff) and classroom teachers. NCTCOG has not determined a marketing strategy yet.

4. **FY18 Project Discussion.** The group decides on first steps for the FY18 project. Discuss Social Media Campaign and videos.

NCTCOG staff shows the group an example of a template format we might use, including a word document of the text for posts on a specific topic, and choices of photos to use. NCTCOG sought feedback on how content should be organized: by topic or by a month-to-month guide (potentially with a theme guiding the content for each month). The group expressed a preference for the latter because it reduces the time staff must spend on decision making about what to post and creates a cohesive message throughout the region. Members further expressed that it would be easiest for them to have the template "dumbed down" so that the text and photos for each post are already put together, with fewer options to choose from. This may reduce variety in the messaging, but will save municipal staff time and create greater consistency. Most members seem to do their social media through the municipalities' marketing teams—this further reinforces the need for a simple post-by-post template and mostly negates the need for a social media best practices training/guidebook. Most members seem to use Facebook and

Twitter the most; Frisco uses Nextdoor via “community captains” in the various neighborhoods and would like more info on how to effectively use this application.

5. **Doo the Right Thing.** Update the group on the Doo the Right Thing public voting and calendar campaign.

NCTCOG presents final statistics on the 2017 Doo the Right Thing campaign and passes around the finished calendars. NCTCOG asks which members plan to print calendars for distribution. Several cities said they do not print because they feel it might compete with local animal shelter calendars. Some ask about price, which depends on quality desired and quantity ordered. Arlington said they might print a handful to keep at the front desk.

6. **Cooperative Purchase.** The group is updated on the new cooperative purchase procurement processes.

NCTCOG staff provides an update about the state of the procurement transition, potential impacts, and a hopeful timeline to begin the cooperative purchase process. Member concerns included whether the year-round storefront option would affect the pricing benefit via economies of scale; NCTCOG responds that the goal of the new system is to integrate all promotional items into one agency-wide purchase system, thus increasing our economy of scale.

7. **Public Education Activity Reports.** The group provides feedback on yearly Public Education Activity Reports.

NCTCOG asks members for feedback about particularly useful elements of the yearly reports and new information that could be integrated in the future. Members generally requested more web analytics, specifically including: numbers of Doo the Right Thing votes by location and Educator’s Toolbox analytics.

8. **Affiliations and Partnerships.** Discuss affiliation of SmartScape with Native Plant Society of Texas. Discuss membership in Texas Nursery and Landscape Association.

NCTCOG asks member approval on a formal affiliation with Native Plant Society of Texas, which would entail posting each other’s events and displaying each other’s logos. The group approves. NCTCOG also asks for feedback about pursuing a partnership with Texas Nursery and Landscape Association. It does not seem necessary to move forward on that, as the group’s main involvement with TNLA comes through the AgriLife rep and they are satisfied with the informal AgriLife partnership.

## **OTHER BUSINESS AND ROUNDTABLE DISCUSSION**

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

NCTCOG provides dates for upcoming Feral Hog Conference and TMDL technical subcommittee meetings.

2. **Texas Stream Team.** Discuss Texas Stream Team program and new website resource.

NCTCOG shows members the new TST website and shares opportunity to host a regional water quality monitoring kit.

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

NCTCOG provides dates for the annual Holiday Grease Roundup and talks about recent trainings. Several members ask for more details about the content of the trainings.

Before moving to the next item, NCTCOG also speaks about the Trash Free Texas project and asks members if any of them have trash hotspot data that could be shared to the database. Illegal dumping



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databases (Irving) and Code Enforcement departments (Carrollton) seemed to be promising opportunities for data.

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

*Arlington – setting up several water-related booths at EcoFest this weekend (10/21/17). In 2018, Arlington will start doing once and month presentations about stormwater and flood topics. In addition, they will be doing an “All the Way to the Ocean” children’s program at the public library.*

*Carrollton – working on the annual reports and doing school presentations on watersheds and Freddy the Fish.*

*Cedar Hill – Recently held Country Day on the Hill, which featured their household hazardous water trailer and city booths including a stormwater booth, a grease booth, and mosquito booth.*

*Collin County – NTMWD finished the Lake Lavon Watershed Protection Plan, which highlights the need for better maintenance of septic systems McKinney. Poor maintenance is one of the leading causes of pollution in this watershed.*

*Eules – the fall stream cleaning (in partnership with churches and HOAs) will not take place this year due to lack of interest from the students who normally do it; Eules thinks they will be back for their spring stream clean up. Eules is working on its annual report.*

*Farmer’s Branch – has a big festival this weekend with opportunity for public outreach.*

*Frisco – holding irrigation trainings for homeowners, which have turned out to be very popular. They plan to hold more workshops in the spring. Frisco also asks if any other cities have been getting calls about hydrodynamics; as a result of these calls, Frisco is involved in three Lego League projects with middle school children.*

*Irving – participating in Texas Stream Team training, doing a city-wide watershed study, and elementary school programs.*

*NTMWD – recent development on the Lake Lavon Watershed Protection Plan. NTMWD is participating in “Water for Otter” school assemblies (10 fall, 20 spring), featuring Otis Otter (source water), Bob the Bobcat (stormwater and watershed protection), and Farrah the Fox (wastewater and reuse). These programs aim to get water conversations started in the home.*

*Tarrant County – was recently audited by TCEQ and did well on their audit.*

5. **Next Meeting Date.** The next meeting is scheduled for Wednesday, January 17, 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](mailto: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](mailto:cguzman@nctcog.org) at least 72 hours in advance of the meeting. Reasonable accommodations will be made to assist your needs.



Storm Water Public Education Task Force  
~~Wednesday, August 2, 2017~~ 10-18-17  
 9:30 a.m., Tejas Conference Room



### MEMBER SIGN IN SHEET

NAME	SIGNATURE	ORGANIZATION
Alexis Acker		City of Carrollton
Sean Aucoin	<i>[Signature]</i>	City of Frisco
Paula Breysacher		City of Garland
Ross Brooksbank	<i>[Signature]</i>	City of Bedford
Ashley Carlisle		City of Southlake
Mitchell Carpenter		City of Burleson
Martha Cavazos Fipps		City of McKinney
Esther Chitsinde		DFW Airport
Greg Dickens		City of Hurst
Gail Donaldson		City of Allen
James Duvall		City of Azle
Gary Fennell		City of Irving
Moss Fennell	<i>[Signature]</i>	VRX - NTTA
Heather Fern		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	<i>[Signature]</i>	Collin County
Fouad Jaber		Texas A&M University
Amy James		TxDOT Fort Worth
Jerry Joslin		City of Hurst

(See Reverse)

<b>Gregg Kidd</b>		<b>City of Cedar Hill</b>
<b>Tisha Lane</b>		<b>City of Richardson Health Dept.</b>
<b>Jerry Lavery</b>		<b>City of Bedford</b>
<b>Jodie Ledat</b>		<b>City of University Park</b>
<b>Kaitlin Lisenbe</b>		<b>City of Denton</b>
<b>Katie Masucci</b>		<b>City of Plano</b>
<b>Amitis Meshkani</b>		<b>NTTA</b>
<b>Becky Moren</b>	<i>Becky Moren</i>	<b>City of Euless</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>Kevin O'Dell</b>		<b>City of Bedford</b>
<b>Christina Osterlund</b>		<b>City of Fort Worth</b>
<b>Abby Owens</b>		<b>City of Plano</b>
<b>Marissa Paz</b>		<b>Town of Addison</b>
<b>Krista Pender</b>	<i>Krista Pender</i>	<b>City of Carrollton</b>
<b>Brent Redd</b>		<b>City of Irving</b>
<b>Lorrie Reeves</b>		<b>Texas AgriLife</b>
<b>Echo Rexroad</b>		<b>City of Grand Prairie</b>
<b>Nedra Richard-Morgan</b>		<b>City of Euless</b>
<b>Sherrie Rios</b>		<b>City of Dallas</b>
<b>Richard Ross</b>	<i>Richard Ross</i>	<b>City of Euless</b>
<b>Carolyn Russell</b>		<b>City of Plano</b>
<b>Marty Savage</b>		<b>City of Fort Worth</b>
<b>Mike Sferra</b>		<b>City of Wylie</b>

(See Reverse)

<b>Arianne Shipley</b>		<b>City of Mansfield</b>
<b>Robby Stengel</b>		<b>City of Denton</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>DFW Airport</b>
<b>Joe Villa</b>		<b>City of Hurst</b>
<b>Duy Vu</b>		<b>City of Cedar Hill</b>
<b>Melissa Walker</b>	<i>Melissa K. 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>Julie Winchell</b>		<b>City of Cleburne</b>
<b>Dotty Woodson</b>		<b>Texas AgriLife</b>
<b>Stephanie Zavala</b>		<b>City of Mansfield</b>

(See Reverse)





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