



## North Central Texas Council of Governments

# SUMMARY

### Public Education Task Force

Wednesday, May 6, 2020

9:30 a.m., WebEx

NCTCOG Offices, CP111

600 Six Flags Drive, Arlington, TX 76011

#### 1. Welcome and Introductions.

### DISCUSSION

2. **FY19 Work Project Update– Educational Videos.** NCTCOG will update the group on the development of the Pool Care video.

The third draft of the **Pool Care** video was played for the group to recommend changes or give their final approval. Due to a lag in video over the WebEx platform, the link for the video will be sent to the group for review prior to finalizing production. If no major changes are needed, the video will be sent for final production.

3. **FY20 Work Project Update– Preventing Plastic Pollution.** NCTCOG will update the group on the development of social media educational templates and Fall Cleanup event.

Monthly themed social media toolkits focusing on a specific type of floatable or litter item have been created for months February through May. June and July are under development and will be posted to the **PETF webpage** in the coming weeks.

The regional cleanup challenge event was discussed to seek the group's input. NCTCOG will support the challenge through the creation of a landing page, graphics, a digital data collection form, a post-event questionnaire, and NCTCOG created advertising and social media. The event landing page will house information about the cleanup challenge, event assets, a paper download and digital data collection form, and post-event questionnaire. The NCTCOG will not be able to financially support cleanup supplies for the challenge. Each participating group/event will need to provide their own cleanup supplies such as trash bags, gloves and litter grabbers.

To qualify for the challenge, the litter and floatable items must be picked up and reported during the months of September and October 2020. Participation in the challenge is open to any group conducting a cleanup within the 16 county NCTCOG region. The cleanup event may be part of a regular event such as Fall Sweeps and Adopt-A-Spot cleanups, or individual volunteers and groups joining together to clean their community. The challenge is designed to be layered onto any of these events or activities to encourage and inspire ownership of natural resources and a cleanup culture within the region. For non-profit and volunteer groups that conduct litter removal events, such as Groundworks Dallas, their reporting metrics will be allocated to the city in which the cleanup was conducted. The digital collection form will allow users to report via a web-based form from a smartphone at the cleanup site or from a desktop computer. Paper data collection forms will be available for download for participants who prefer to report from a desktop computer or that will conduct their cleanup and report the data back to the city for compilation and entry into the web-based form.

NCTCOG staff led a discussion on several items needing the group's input. The cleanup challenge is in need of an official name and several suggestions were offered by PETF members present on the WebEx. Those suggestions will be sent via a survey out to the group for voting prior to the next meeting. The types of data and metrics to be collected were an important part of the dialogue for the cleanup challenge. Several ideas on data metrics were discussed. Those considered to be most useful and trackable included acres/miles cleaned per capita, estimation on pounds of litter collected per capita, number of trash bags, and number of volunteers per capita. A guide on calculating the weight of litter based on standard size bags, 15 gallons, will be included on the data collection forms. These metrics will be included on the data collection form and the cleanup challenge landing page for feedback prior to the next meeting.

An award type was discussed with the preference being for a plaque that has space for additional nameplates to be added to allow the plaque to be passed from winner to winner each year. Another suggestion was for a trophy designed to look like a golden trash can or collection of common litter and floatable items. NCTCOG staff will investigate different award and trophy options to present to the group at the next meeting. The option of multiple challenge winners was explored with the potential categories being for large/small cities and NGOs. The metrics would be calculated per capita and based on acres/miles cleaned combined with total pounds of litter per capita. The calculations per capita will take into account the number of volunteers for the calculations.

A post-cleanup questionnaire will be created to aid in gathering additional useful information from participants. A draft of the questionnaire will be provided prior to the next meeting.

Once the cleanup challenge is officially named and branded, the group is encouraged to begin promotion via social media and engagement with mayors or community members. NCTCOG is seeking several participants to create short videos or pictures stating why and how they are engaging in the challenge.

4. **Doo the Right Thing.** Discuss recent survey results and how resources for the program are being utilized.

The results of the recent survey about the Doo the Right Thing program were recapped. The survey revealed that a majority of members are aware of the program, the resources available, members are utilizing the resources, and engaging their residents in the topic of pet waste. Despite this, participation in the Doo the Right Thing calendar contest has seen some drop off in recent years and the calendar appears to have reached the end of its useful life with the program. NCTCOG staff led a discussion with the group on ways the program could continue while still providing the most benefit and value to members of the group. It was generally agreed that a contest component to engage residents was still desired and best route. The ideas on how to engage residents in a contest largely took on the form of social media engagement in a photo contest. NCTCOG staff will examine ways to retool the calendar contest to include these suggestions and update the group in the coming weeks.

5. **Texas SmartScape Update.** NCTCOG will provide an update on Plant Sales and March is Texas SmartScape month.

The Texas SmartScape website has recently seen a significant increase in engagement. The March is Texas SmartScape Month campaign drove more than 25,000 users to the website in March making this the second year in a row that the website has seen a record number of visitors. Due to the impact of COVID-19, most plant sales and educational classes were canceled, postponed, or reformatted to be virtual events. The SmartScape calendar was updated to reflect those changes across the metroplex and region.

## **ACTION ITEMS**

6. **FY21 Project Discussion and Vote.** The group will discuss the projects proposed via survey and take a vote on the project(s) to move forward. Those not in attendance will have a chance to vote via email.

The results of the FY21 Work Program survey were presented for discussion on the direction the group would like to go in the coming year. There was not a clear first choice amongst the options that were previously



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suggested. The write-in options included several ideas that could be tied together or tied into previous suggestions. NCTCOG staff suggested taking a look at the data behind the increase in traffic to the Texas SmartScape website to see if there are actionable items that could be taken to bolster that program and enhance areas of the website that are seeing the most traffic. The group expressed interest in the timely suggestion of watershed protection and flood hazard/risk mitigation and discussed at length details on what this project would look like. This project could be tied to water quality issues as well as litter and floatables in stormwater. To incorporate tangible outreach efforts, ideas included the promotion of an Adopt-A-Stormdrain program to educate the general public about how litter impacts stormwater and storm drains leading to blockages and increased flash-flooding risks; messaging on how floatables impact watersheds and wildlife; educational toolkits with print and electronic assets; and potentially a webinar training for members. A reemphasis on the “only rain down the stormdrain” messaging would further support this educational effort. A follow-up survey will be sent to the group to prioritize the ideas presented and finalize the selection of a Work Program for the next fiscal year.

### OTHER BUSINESS AND ROUNDTABLE DISCUSSION

#### 7. Other NCTCOG Program Updates.

The Wastewater and Treatment Education Roundtable (WATER) has completed a series of educational explainer videos which can be found on the Environment and Development [YouTube channel](#). The videos include: Wipes Block Everything; Uncommon Fats, Oils and Grease; and Proper Disposal of Medications. A video on Proper Disposal of Household Hazardous Waste is currently in the works. WATER will be holding their next meeting on Wednesday, June 10, 2020.

The TMDL Coordination Committee will be meeting next on Tuesday, June 30, 2020.

The Upper Trinity River Basin Coordinating Committee will be meeting next on Wednesday, August 26, 2020.

The IDDE group will be meeting virtually on Wednesday, May 27, 2020. They will be discussing training opportunities for the remainder of the fiscal year. Due to COVID-19, the 2020 Industrial Inspectors Training has been postponed until further notice.

Due to the changing nature of our current work environment to comply with guidance from federal, state, and local health authorities, meetings may be conducted virtually. Please confirm the date, time, and location details on the [events page](#) of the NCTCOG website prior to all meetings.

#### 8. Discuss Other News, Resources, or Educational Events in the Region.

The TCEQ Environmental Trade Fair, Austin, that was scheduled to take place May 12-13, 2020, has been canceled.

The EPA Region 6 Stormwater Conference, New Orleans, is currently still going to occur August 9-13, 2020.

The 39<sup>th</sup> Annual Texas Association for Environmental Education Conference is scheduled to take place in Abilene on September 25-26, 2020.

A Water-Efficient Products Sales Tax Holiday is scheduled for May 23-25, 2020. Products with the WaterSense label or logo are tax-free for business or personal use. Water conservation products such as rain barrels, soaker hoses and garden plants are tax-free when purchased for personal use. For more details, please see the Texas Comptroller's [website](#).

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The Turtle Island Restoration Network has created a new initiative, the Balloon Busting Crew. The purpose is to report balloon debris that has been found in the environment, on land or water, nationwide. They eventually hope to utilize their data to enact legislation banning intentional balloon releases. You can learn more about their online reporting tool [here](#).

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

**Trinity River Authority:** Heather Firn is now with TRA. Partner in watershed, Joe Pool Lake, will have a training event in September.

**TRWD:** Rainscapes systems have been updated with additional components.

**Fort Worth:** Focusing an event on sprinkler spruce up. Will be hosting a live Facebook Q&A session on sprinkler inspections.

**Addison:** The city has implemented travel restrictions due to COVID-19.

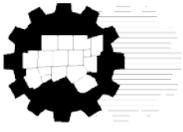
**Frisco:** Have a virtual education program called Nature Explorers and the brand-new Junior Ranger program is hopefully getting released on Kids to Parks Day on May 16<sup>th</sup>. There are some water education components to both programs.

10. **Next Meeting Date.** The next meeting is tentatively scheduled for Wednesday, July 15, 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, May 6, 2020

9:30 a.m., WebEx



**MEMBER SIGN IN SHEET**

NAME	SIGNATURE	ORGANIZATION
Blake Alldredge		Upper Trinity Regional Water District
Becki Begley	X	City of Fort Worth
Paula Breysacher		City of Garland
Randy Bright	X	City of Colleyville
Bobbi Bryan	X	NTMWD
Cody Cash	X	City of Irving
Ashley Carlisle	X	City of Southlake
Mitchell Carpenter	X	City of Burleson
Martha Cavazos Fipps		City of McKinney
Shawn Cheairs	X	Town of Addison
Radwan Dalu	X	City of Dallas
Greg Dickens	X	City of Hurst
Gail Donaldson		City of Allen
Helen Dulac		City of Dallas
James Duvall		City of Azle
Renee Esses		City of Farmer's Branch
Katy Evans		City of Farmer's Branch
Moss Fennell	X	VRX - NTTA
Heather Firn		TRA
Becca Grassl-Petersen	X	Tarrant County PH
Tony Hartzel		Texas Department of Transportation
Dani Hatch	X	City of Frisco
Aaron Hoff	X	Trinity River Authority
Tracy Hollis		Waters to the Sea

<b>James House</b>	<b>X</b>	<b>Town of Prosper</b>
<b>Fouad Jaber</b>		<b>Texas A&amp;M University</b>
<b>Devan Jones</b>	<b>X</b>	<b>City of Carrollton</b>
<b>Amber Kelly</b>	<b>X</b>	<b>City of Temple</b>
<b>Gregg Kidd</b>	<b>X</b>	<b>City of Cedar Hill</b>
<b>Wesley Layfield</b>	<b>X</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>	<b>X</b>	<b>City of Grapevine</b>
<b>William Nahas</b>	<b>X</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>Jason Pierce</b>	<b>X</b>	<b>UTRWD</b>
<b>Laura Prater</b>	<b>X</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>X</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>