

North Central Texas Council of Governments

SUMMARY

Public Education Task Force

Wednesday, October 20, 2021

9:30 a.m., Microsoft Teams

1. **Welcome and Introductions.**

PRESENTATION ITEMS

2. **2021 Doo the Right Thing Campaign.** A recap of the 2021 Doo The Right Thing campaign will be given.

NCTCOG staff presented a recap of the 2021 Doo the Right Thing campaign and photo contest. The contest ran from May 1, 2021, through June 30, 2021, for contest submissions and pledges from the public. The general public voted on the contest entries from July 26, 2021, through August 20, 2021. This year’s contest received 109 pledges and contest entries representing 27 cities across the region. Social media posts featuring the winners, and all contest submissions, will run from October 1, 2021, through September 31, 2022.

3. **FY21 Work Program Special Project Recap.** A recap of the FY21 Work Program Special Project will be given.

Throughout FY2021, a total of four webinars were held: “Healthy Creeks and Waterways: Vegetation and the Flow of Healthy Waterways”, “North Texas Community Cleanup Challenge Informational Webinar”, and the “Rethinking Approaches to Rain Gardens and Green Infrastructure”. Recordings and copies of the presentations for each webinar can be found at the Stormwater **Public Education Task Force** program page under the green Webinars and Trainings banner. The recording and presentation for the “Wrangling Trash from Waterways – Texas Style” webinar, which was held in collaboration with the Trash Free Waters project, can be found on the **Trash Free Waters Project** program page under the green Past Events banner.

4. **North Texas Community Cleanup Challenge Project Update.** NCTCOG staff will provide an update to the group on the North Texas Community Cleanup Challenge.

Twenty-one communities have joined the 2021 North Texas Community Cleanup Challenge, they are:

Allen	Fort Worth	Lake Dallas
Anna	Frisco	Little Elm
Arlington	Garland	Lucas
Carrollton	Grand Prairie	Mansfield
Cleburne	Grapevine	Mesquite
Denton	Greenville	Plano
Ennis	Irving	Rowlett

The communities of Anna, Fort Worth, Grand Prairie and Mansfield have additionally joined the Mayors Challenge. The challenge timeframe ends on Sunday, October 31st and data from litter and trash collected during the contest timeframe must be entered by Tuesday, November 30, 2021.

NCTCOG staff have requested that videos or social media posts created for the challenge by participating communities be shared with the NCTCOG for promotional purposes. Please send those items to Crysta Guzman, cguzman@nctcog.org, at any time.

A wrap up report and winner announcements will be issued in the coming months. A tentative timeframe for the 2022 North Texas Community Cleanup Challenge has been set for the months of March, April, and May. Announcements and additional details will be forthcoming.

DISCUSSION/POTENTIAL ACTION ITEM

5. **Tree Cooperative Purchase.** Given the effects of winter storm Uri on tree farms and tree availability across the South, Yarcus Lewis, City of Plano, will present an opportunity for local governments to form a special cooperative purchase group specifically for trees.

Yarcus Lewis, City of Plano, presented an opportunity for local governments in the region to form a special cooperative purchase group focused on replacing trees in the region that were lost due to winter storm Uri. Many growers in the region, and across the southern United States, have lost significant portions of their tree stock. It is estimated that replacing trees in the 3–5-gallon size will take several years to accomplish. There is growing competition for the existing tree stock that has significantly driven up prices. By forming a cooperative purchasing group, participants can help dictate the types of trees they want grown, such as those that are on the SmartScape lists; secure a specified number of trees for the specified timeframe, and take advantage of lower pricing that a cooperative group purchase can provide. The group was asked to provide feedback on their interest in participating in a potential program. Please contact Crysta Guzman, cguzman@nctcog.org, if interested in participating. The NCTCOG is currently collecting informal statements of interest and will determine in the coming months the next steps for a potential cooperative purchase program.

DISCUSSION/ACTION ITEMS

6. **FY22 Program Discussion.** NCTCOG staff will facilitate a discussion on the Fiscal Year 2022 Work Program Special Project of *Educational Videos/Materials Intended to Support School Audiences in Lieu of Needing to Conduct In-Person Education*. Members will be asked to discuss and prioritize educational topics previously identified through surveys to members and begin an outline of materials.

NCTCOG staff led a discussion on the FY2022 Work Program Special Project, asking clarifying questions of the group on the priority of topics that were previously suggested. The group decided that the [Disposal of Household Cleaning Products](#) and the [Proper Disposal of Household Hazardous Waste](#) videos recently created by Defend Your Drains served the intended need of the group and creating an additional video on HHW was not needed.

The target audience for the new videos was discussed and the group decided that by focusing on middle school ages, also affords an opportunity to reach some of the upper elementary grades as well as 9th graders. The group decided the videos should be shorter in length, no more than approximately 5 minutes long. When creating the videos, it should be taken into consideration that the focus should be on things that kids in this age range can see and have some control over. To the extent possible, incorporating the use of science, a focus on Texas Essential Knowledge and Skills (TEKS) standard vocabulary on quizzes or handouts, and TEKS principles is desired. The videos and materials should be as turnkey as possible for the teachers with the use of short quizzes and/or handouts that contain actions kids can take home and share with their families.

The group discussed and submitted their top four topics of priority to work on should time and resources limit what could be done during FY22. In order of votes, the topic priorities ranked as: Why stormwater is important; yard waste, lawn care and pesticides; what to watch out for around town and how to report issues; pet waste; and native plants. As next steps, NCTCOG will spend time working on storyboarding outlines for the videos and creating drafts of the scripts. Feedback from the group will be requested in the coming months as these items are developed.



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Rebecca Sales, City of Mansfield, offered to assist in the development of these materials and give her insight as a former teacher. Rebecca also made the group aware of a video recently produced by the Tarrant Regional Water District in conjunction with a Mansfield school to produce a professional quality video on stormdrains and stormwater protection. TRWD has placed a 4-minute trailer video on their website. The full-length video and teaching resources can be requested online [here](#).

OTHER BUSINESS AND ROUNDTABLE DISCUSSION

- 7. Other Stormwater and NCTCOG Program Updates.** NCTCOG staff will share recent and upcoming activities of the IDDE, Stormwater Monitoring, TMDL, and Wastewater and Treatment Education Roundtable, and Trash Free Waters programs. Staff will also provide an overview of upcoming conferences, events, news and resources of relevance to the group.

The Illicit Discharge Detection and Elimination (IDDE) group has their next meeting on December 9, 2021. The meeting location has yet to be determined. The Industrial Inspectors workshop will be held on October 27, 2021, at the Peterbilt Training Facility in Denton.

The Regional Wet Weather Characterization Program (RWWCP) has begun implementation of the Best Management Practices Analysis and Evaluation Plan (BANEP). All participants were mailed Letters of Authorization for the fifth and final year of the contract period. Please contact Carolyn Horner, chorner@nctcog.org, if you have not received your letter.

The next TMDL Stormwater and TMDL Wastewater Technical Subcommittee meetings are tentatively scheduled for January 2022 via Microsoft Teams.

The next Upper Trinity River Basin Coordinating Committee meeting is scheduled for February 15, 2022, at 9:30 AM. The location has yet to be determined.

The next Monitoring Coordination Forum Subcommittee meeting is scheduled to meet on March 3, 2022, at 9:30 AM via Microsoft Teams.

The next meeting of the Wastewater and Treatment Education Roundtable (WATER) is scheduled for January 13, 2022, at 10:00 AM. The location is yet to be determined. The WATER group has recently completed their educational video "Disposal of Home Cleaning Products" and will be initiating their annual Holiday Grease Roundup soon. The program will run from November 22, 2021, through January 10, 2022. Contact Hannah Allen, hallen@nctcog.org, if you would like to participate. The WATER group is also now accepting FY2022 financial commitments to participate in their cost share program. More information on participation in the cost share program can be found online.

The Trash Free Waters Project is continuing work on Task 3, Engage and Educate, of the project deliverables. Under this task, the Recreation and Litter Cleanup Advisory Group is scheduled to hold their second of three meetings on October 21, 2021. The final meeting will be held on November 18, 2021. The Advisory Group is working on identifying and developing tools and resources to help recreationists and local governments promote and engage residents in activities such as plogging, plinking, and planking. If interested in joining the Advisory Group, please contact Crysta Guzman, cguzman@nctcog.org.

Conferences and Events:

- The 15th Annual North Texas Regional Water Conservation Symposium will be held virtually on November 17th and 18th, 2021.
- The Dallas College Sustainability Summit will be held on Friday, November 5, 2021.

News and Resources:

- BoatU.S. Foundation – Grassroots Grants Program (rolling review)
616 Six Flags Drive, Centerpoint Two
P.O. Box 5888, Arlington, Texas 76005-5888
(817) 640-3300 FAX: 817-608-2372
www.nctcog.org

- Take Care of Texas [Video Contest](#) for students (closes Dec. 3rd)
- Water is Awesome Video – [How Much Water Does My Sprinkler System Use?](#)
- U.S. Forest Service Webinar Recording: [Urban Trees and Stormwater Management: Quantifying Impacts, Maximizing Benefits](#)
- EPA 2021 [Environmental Education Grants](#) (apps. due Dec. 6)
 - [EE Request for Applications](#)
 - [EE Local Grants Program Region 6 Solicitation Notice](#)

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

Arlington: Recently held the River Legacy Fall Festival as well as River Day. Both events had two times more people in attendance than was expected. Continuing to host Arlington’s environmental education classes.

Cleburne: Recently had students through a program in partnership with TCU and AgriLife. The educational curriculum that was used is available through the Bluebonnet RC&D. Currently writing all three industrial permits for Cleburne. Stormwater Multi-Sector General Permit renewal calls out new industry groupings that were not covered in the past, but are now required. As a result, stormwater staff may want to ask around at their cities if there are people making inquiries for more information or who they should contact.

Dallas: The Annual WaterWise Landscape tour is the weekend of October 23rd. It will be virtual and is the same weekend as Plano’s WaterWise tour. Speakers include: Molly Nesbit; Amanda Griffin, who will share winter irrigation tips; and the guys from RootedIn. Dallas will be giving away 75 1-gallon plants and bags of compost. The Tri-city cleanup with Dallas, Garland and Rowlett will happen at Lake Ray Hubbard also on Saturday, October 23rd. Have received multiple requests for participation at trunk or treats so considering the options. Engaged with the Girl Scouts at Camp Whispering Cedars. Have virtual programming every week in partnership with the Dallas Public Library. Due to some staff changes, there will be a job opening for an Environmental Coordinator soon.

Irving: Working on MS4 Permit right now, going to be scheduling public notice soon, and will be attending the city’s Halloween event.

Lewisville: Still waiting to hear from TCEQ on permit.

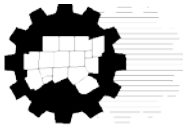
Mansfield: Pushing the Mayor’s Litter Challenge, teaching virtually when can, focusing on promoting science related careers at the city.

North Richland Hills: Holding a community cleanup two times a year.

9. **Next Meeting Dates.** The next meeting is scheduled for Wednesday, January 19, 2022, at 9:30 a.m. Venue and format details are pending.

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!



Stormwater Public Education Task Force
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9:30 a.m., Microsoft Teams



MEMBER & GUEST SIGN IN SHEET

NAME	SIGNATURE	ORGANIZATION
Alexis Ackel	X	DFW Airport
Becki Begley	X	City of Fort Worth
Paula Breysacher	X	City of Garland
Mitchell Carpenter	X	Tarrant County
Cody Cash	X	City of Irving
Jody Cason	X	City of Grand Prairie
Emma Crotty	X	City of Southlake
Renee Esses	X	City of Farmer's Branch
Moss Fennell	X	VRX - NTTA
Jasmine Ferrell	X	City of Mesquite
Heather Firn	X	Trinity River Authority
Yarcus Lewis	X	City of Plano
Jason Longbine	X	City of Lewisville
Annie Mattia	X	City of McKinney
Gregg Moss	X	City of Grapevine
Tuan Ngo	X	City of North Richland Hills
Brianna Nisi	X	City of Grand Prairie
Ana Quevedo	X	City of Fort Worth
Rebecca Sales	X	City of Mansfield
Judy Schmidt	X	City of Dallas
Melissa Walker	X	City of Arlington
Julie Winchell	X	City of Cleburne