



North Central Texas Council of Governments



Public Education Activity Report August 13, 2011 to August 12, 2012

The purpose of this activity report is to document the public education-related initiatives conducted by the Stormwater Public Education Task Force (PETF) under the direction of the Regional Stormwater Management Coordinating Council (RSWMCC) that took place from August 13, 2011 to August 12, 2012. The PETF's mission is to promote Municipal Stormwater Public Education in North Central Texas through the exchange of professional experience and to explore, develop, and implement opportunities for mutual cooperation. Participation in the PETF and education campaigns is a volunteer effort to help meet stormwater public educational requirements.

During this reporting period, the PETF focused primarily on six educational campaigns to address lawn and garden care, general stormwater issues, and the proper management of pet waste, fallen tree leaves/yard waste, green businesses, and fats, oils, and grease (FOG). Other cooperative efforts were also conducted during the August 13, 2011 to August 12, 2012 time period (identified as "other"). See the sections below for specifics.

Lawn and Garden Care

The purpose of the lawn and garden care campaign, known as "March is Texas SmartScape® Month," is to encourage the public (specifically homeowners and/or landscape companies) to use native and adapted plants in the landscape and adopt proper design, care, and maintenance techniques. Texas SmartScape plants need less water, pesticides, and fertilizers to thrive thus reducing these pollutants from landscape runoff.

"March is Texas SmartScape Month" has been identified as a Regionally Developed Initiative (RDI), and provides local governments an opportunity to join others in a common goal to educate citizens on stormwater pollution prevention. The campaign was primarily promoted during the month of March; however, activities occurring outside this month falling in the August 13, 2011 to August 12, 2012 time period are included.

1. Bookmarks

The Texas SmartScape bookmarks were developed in 2003. Each bookmark has a photo of a SmartScape plant on the front with the Texas SmartScape web site address. On the back of the bookmarks, there is a description about the environmentally-friendly qualities of Texas SmartScape plants.

A total of 10,500 bookmarks were cooperatively purchased in February 2012 for the purpose of distributing by the following 10 organizations: City of Azle, City of Bedford, City of Burleson, City of Carrollton, City of Dallas, City of Duncanville, City of Fort Worth, City of Grand Prairie, City of North Richland Hills, and City of Watauga.

2. Web Site

The Texas SmartScape web site (www.txsmartscape.com) was developed for the North Central Texas region in 2003 and for the West Texas region in 2005 through the sponsorship of several organizations. It is an interactive how-to-guide that teaches concepts of landscaping with native and adapted plants as well as offers proper design, care, and maintenance techniques that are

environmentally-friendly. The most popular feature of this web site is the plant search database, which helps the public select SmartScape plants that are appropriate for their yards/projects.

Table 1: User statistics for the Texas SmartScape web site (www.txsmartscape.com) by month.

Month	Visitors	Visits	Page Views	Average Time on Site
August 13-31, 2011	2,814	3,284	916,631	2:34
September 2011	4,095	4,921	25,071	2:39
October 2011	3,023	3,631	18,614	2:54
November 2011	2,140	2,678	11,769	2:19
December 2011	1,369	1,657	67,129	2:08
January 2012	3,171	3,833	19,891	2:31
February 2012	4,702	5,610	29,202	2:40
March 2012	9,717	12,036	63,357	2:46
April 2012	7,567	9,596	44,821	2:19
May 2012	5,570	7,320	32,437	2:15
June 2012	4,192	5,291	55,066	3:30
July 2012	3,808	4,867	73,440	4:30
August 1-12, 2012	1,467	1,756	24,839	4:32
Total	50,258	66,480	422,262	2:49

Table 2: User statistics for the Texas SmartScape web site (www.txsmartscape.com) based on location (only stormwater program participants and/or organizations located in the North Central Texas region are listed).

Organization	Visits	Average Pages/Visit	Average Time on Site	Percent New Visits	Bounce Rate
Addison	236	8.52	3:14	70.34	25.00
Aledo	99	7.46	3:22	73.74	19.19
Allen	589	6.16	3:12	68.93	26.49
Alvarado	71	9.45	3:21	91.55	30.99
Anna	28	4.96	3:03	64.29	35.71
Argyle	117	5.57	2:10	59.83	35.90
Arlington	2,756	7.38	3:28	68.87	26.45
Aubrey	74	5.46	2:24	75.68	25.68
Azle	91	5.34	2:17	73.63	26.37
Bedford	493	6.85	3:45	69.78	26.77
Bridgeport	13	7.54	1:10	84.62	23.08
Burleson	207	5.85	3:01	73.43	32.37
Carrollton	1,090	6.84	3:21	69.45	25.69
Cedar Hill	54	7.11	3:49	79.63	14.81
Celeste	19	7.95	2:52	5.26	42.11
Celina	11	6.09	3:45	100.00	18.18
Cleburne	76	7.20	2:54	78.95	19.74
Colleyville	96	7.07	3:16	75.00	15.62
Commerce	10	15.50	3:25	100.00	10.00
Coppell	474	6.33	2:39	51.27	38.82
Corsicana	6	7.67	6:47	100.00	16.67
Crandall	9	5.11	1:43	88.89	11.11
Crowley	89	8.03	2:41	65.17	33.71
Dallas	9,051	6.43	3:00	72.16	29.75
Decatur	125	5.82	2:56	77.60	23.20
Denton	1,272	6.11	2:44	73.66	36.48
Desoto	52	6.37	2:31	96.15	15.38

Duncanville	127	9.05	3:05	82.68	34.65
Ennis	17	9.00	3:43	70.59	11.76
Eules	273	7.71	3:57	67.77	34.80
Farmersville	11	5.45	1:15	81.82	45.45
Ferris	6	3.00	2:50	33.33	33.33
Flower Mound	649	6.32	2:34	62.40	27.73
Forney	169	6.83	3:54	71.01	23.08
Fort Worth	4,342	7.62	3:23	70.54	24.76
Frisco	901	7.34	2:58	66.37	27.41
Garland	1,422	8.10	4:24	69.20	24.45
Glen Rose	22	7.41	4:49	72.73	27.27
Granbury	224	8.18	4:35	71.88	14.73
Grand Prairie	378	7.35	3:30	71.43	20.63
Grapevine	447	6.51	3:03	70.69	24.83
Greenville	61	5.90	2:47	91.80	14.75
Haltom City	132	9.49	3:13	74.24	23.48
Haslet	17	8.29	3:58	70.59	35.29
Hurst	252	5.79	2:20	83.73	26.98
Irving	1,062	7.96	3:38	82.30	26.18
Joshua	23	20.30	4:29	56.52	39.13
Justin	54	8.09	3:41	83.33	20.37
Kaufman	6	5.00	1:33	83.33	33.33
Keene	4	5.25	2:05	50.00	50.00
Keller	1,033	6.65	2:16	65.15	43.18
Kemp	6	2.33	4:44	50.00	33.33
Kennedale	20	8.30	9:37	70.00	15.00
Krum	31	11.35	3:41	93.55	19.35
Lake Dallas	423	7.76	3:06	66.67	28.84
Lancaster	13	4.15	1:15	84.62	30.77
Lewisville	404	8.24	3:48	71.78	20.30
Lipan	11	6.45	4:39	90.91	0.00
Little Elm	192	7.10	3:36	78.12	19.79
Mabank	39	5.21	2:49	43.59	66.67
Mansfield	381	7.55	3:09	74.54	24.93
Maypearl	5	23.60	13:19	80.00	0.00
McKinney	1,173	6.53	2:25	65.22	30.01
Melissa	10	7.30	1:23	90.00	20.00
Mesquite	316	7.29	2:47	80.06	31.01
Midlothian	108	6.71	2:38	79.63	25.93
Mineral Wells	28	21.29	12:30	71.43	3.57
Nevada	20	13.40	4:18	80.00	10.00
Newark	50	12.08	6:25	76.00	32.00
North Richland Hills	698	7.24	3:38	71.35	24.21
Parker County	6	15.50	6:05	100.00	16.67
Plano	2,884	5.92	2:41	53.36	43.24
Ponder	9	2.67	1:07	66.67	22.22
Princeton	9	11.11	4:52	88.89	22.22
Prosper	154	7.10	3:27	82.47	27.92
Quinlan	2	14.50	27:40	50.00	0.00
Red Oak	48	9.25	4:29	81.25	18.75
Richardson	1,820	6.02	2:24	66.92	45.77
Roanoke	242	7.59	3:17	80.17	14.16
Rockwall	232	7.05	2:55	82.33	23.28

Rowlett	245	8.70	3:51	73.88	22.86
Royse City	23	6.26	3:55	56.52	30.43
Sachse	57	7.63	3:19	68.42	24.56
Seagoville	2	1.00	0	100.00	100.00
Sherman	235	6.34	3:10	61.28	15.32
Southlake	569	5.85	2:42	60.11	38.14
Springtown	39	14.31	5:58	69.23	5.13
Stephenville	69	7.97	3:49	73.91	30.43
Sunnyvale	15	8.67	2:13	86.67	20.00
Terrell	16	5.25	2:53	81.25	43.75
The Colony	170	8.16	3:43	75.29	32.35
Waxahachie	86	6.94	3:05	75.58	13.95
Weatherford	257	7.24	3:46	72.37	23.35
Wylie	386	8.58	3:17	65.28	26.17

3. Survey

In order to help determine who in the North Central Texas region has attempted to use SmartScape ideas and techniques in their yard, a survey was developed and deployed in February 2009. This survey was changed in 2011. A link to this survey was posted to the North Central Texas SmartScape home page

(<http://surveys2.nctcog.org/TakeSurvey.aspx?SurveyID=71L0m5l>). Twelve people took the survey; of those that provided information on where they were located, three were from stormwater program participants and/or organizations located in the North Central Texas region. The results are as follows:

Question #1: Date

Answer #1: Open ended

Question #2: Please rank the following statements.

Answer #2 Options: Open-ended question, provide numbers 1-5 (5=excellent) on how useful the site is, how easy it is to use, and time it took to download photos.

Question #3: How satisfied are you with the overall quality of the resources?

Answer #3 Options: Ranking of 1 to 5 (5 being very satisfied).

Question #4: If unsatisfied, how do you think SmartScape can be improved?

Answer #4 Options: Open ended question

Question #5: Please provide any other comments

Answer #5 Options: Open ended question

Question #6: Please tell us about you. You may choose to remain anonymous.

Answer #6 Options: Open ended question.

Table 3: Texas SmartScape survey results.

#1	#2	#3	#4	#5	#6
4/2/2012	5; 4; 5	4	No response	No response	Anonymous
4/6/2012	4; 4; 3	5	No response	Replaced all grass with tolerant flower bed, and love it	Anonymous
4/7/2012	5; 4; 4	4	No response	No response	Dallas
4/8/2012	4; no answer; 4	4	No response	No response	Anonymous
4/15/2012	4; 4; 5	3	Would like more information on rain barrels	Could have more info on rain barrels and how to make them	Anonymous
5/23/2012	4; 4; 3	3	Would like categorized and alphabetical index page. Add design layouts with SmartScape plants	Get more nurseries involved and have them label SmartScape plants	Anonymous
5/25/2012	5; 5; 5	5	No response	No response	Springtown
6/3/2012	5; 5; 4	5	No response	No response	Anonymous
6/5/2012	5; 3; 5	3	Using iPad, only top plant can be selected from drop box	No response	Grapevine
7/17/2012	4; 4; 4	4	No response	No response	Killeen
8/1/2012	1; 3; 3	1	Wants plants split into different types	Help to have soil types and pH ranges for regions and zip codes	Anonymous
8/8/2012	4; 4; 4	4	No response	No response	Anonymous

4. Planning Tools

A number of planning tools were made available to help local governments and other organizations promote Texas SmartScape in their communities. The theme for the 11th annual March is Texas SmartScape Month, "Beat the Drought, Go the Texas SmartScape Route" was chosen by PETF participants. The materials that were prepared align with this theme and include: press release template and public service announcements for print.

Materials that were prepared for past SmartScape Months continued to be made available and include: public service announcements for radio, sample resolution/proclamation (to assist in officially designating March as Texas SmartScape Month), brochures and posters, press release templates, and public service announcements for print.

The materials listed above were made available through the web (www.nctcog.org/envir/SEEclean/txsmartscape/index.asp) for local governments to customize and distribute as desired.

5. NCTCOG's Department of Environment and Development Newsletter Articles

One article, "Learn to Create a Better Yard and Garden with Texas SmartScape®," was published in the NCTCOG Department of Environment and Development's monthly newsletter, *InSight*. This newsletter was published online <http://www.nctcog.org/envir/features/2012/jan/SmartScape.asp> and an email was sent on January 01, 2012 to approximately 2,000 subscribers announcing its availability. Subscribers are from local governments, state and federal agencies, consultant groups or other groups that work with local governments and businesses on environmental issues, planners, media, and other interested parties.

6. Train-the-Speaker Class and Resources

A Texas SmartScape class was offered on February 24, 2012 to educators, gardeners, landscapers, nurserymen, and other interested individuals to learn more about SmartScape, partnership opportunities, and how SmartScape can be promoted in their communities. The class was taught by Dotty Woodson, Extension Program Specialist, Texas AgriLife Extension Service, at the Urban Solutions Center in Dallas. Attendees also had the opportunity to view several related demonstrations (e.g. garden, rain barrels, etc.).

Thirteen people from the following 5 organizations/affiliations attended: ,City of Dallas, Blackland Prairie Master Naturalists, Gardens for Texas, Texas Agrilife Research Extension, and interested individuals.

7. DART Scrolling Light Board Messages

Texas SmartScape messages ("Save Water Save \$\$ - visit www.txsmartscape.com") appeared on the scrolling light boards of Dallas Area Rapid Transit (DART) light rail vehicles and DART buses from September 20, 2011 to early November, 2011.

8. Nursery/Landscape Company Partnership Program

NCTCOG, in cooperation with local communities, initiated a partnership effort with North Central Texas nurseries and landscape design/maintenance companies in August 2009. Nurseries who wished to partner with SmartScape were encouraged to use specially designed and recognized stickers to identify these plants at the nursery as SmartScape-approved. Landscape design/maintenance companies who wished to partner with SmartScape were encouraged to notify NCTCOG if SmartScape ideas and techniques are used in their landscape design and

maintenance. NCTCOG would then post these companies to a page (“SmartScape-friendly companies”) on the SmartScape web site.

A total of six SmartScape-friendly nurseries have been posted to the SmartScape site. One was posted during this reporting period—Christina’s Stone and Garden in Frisco.

9. SmartScape-related Events

The purpose of the Stormwater Education Events Calendar (www.nctcog.org/envir/SEEClean/stormwater/meetings/calendar/index.asp) is to provide a common location for organizations to post information about upcoming stormwater-related events going on across the region. A total of 7 Texas SmartScape-related events were posted to this calendar during the month of March in celebration of the 11th annual March is Texas SmartScape Month. The following organizations hosted these events: Dallas Water Utilities, City of Fort Worth, City of Mansfield (3), and City of Irving (2).

Pet Waste

The purpose of the pet waste management campaign, known as “DOO the Right Thing!”, is to educate dog owners about the importance of picking up dog waste and disposing of it properly, and for dog owners to adopt these practices. The campaign was primarily promoted during the months of April, May, June, July, and August; however, activities occurring outside these months are included. This reporting period straddles the 2011 and 2012 campaigns, so only efforts falling in the August 13, 2011 to August 12, 2012 time period are included.

1. Bookmarks

The dog waste bookmarks were developed in 2006, and updated in 2011. Each bookmark has a photo of a dog on the front with the slogan “For the love of your pet, please DOO the right thing!” On the back of the bookmarks, there is a description about parvovirus, a disease transmitted to other dogs through infected waste, as well as about stormwater runoff. The bookmarks also offer tips for dealing with pet waste.

A total of 17,000 bookmarks were purchased from NCTCOG in February 2012 for the purpose of distributing by the following 8 organizations: City of Azle, City of Bedford, City of Burleson, City of Dallas, City of Duncanville, City of Denton (purchased from NCTCOG in April, 2012) City of Fort Worth, and City of Garland.

2. Dog Waste Bag Dispensers

A total of 4,050 dog waste bag dispensers were cooperatively purchased in February 2012 for the purpose of distributing by the following 7 organizations: City of Azle, City of Bedford, City of Carrollton, City of Denton (purchased from NCTCOG in May, 2012), City of Duncanville, City of Fort Worth, and City of Richardson. Those organizations that participated in this order customized their artwork to include their logo and/or web site. The bag dispensers are intended to be attached to the dog leash so that owners always have a supply of bags to pick up after their dog(s) while on a walk.

3. Web Page

A web page (www.dfwstormwater.com/petwaste) was created in 2006 to provide additional information to dog owners about the importance of picking up their dog’s waste and disposing of it properly. The health risks and water quality issues associated with leaving dog waste on the ground is discussed on this web page. Tips for dealing with dog waste and sources for additional information are also provided. Updates to the web page were made in September 2011.

Table 4: User statistics for the pet waste web page (www.dfwstormwater.com/petwaste) by month.

Month	Visitors	Visits	Average Time on Page
August 13-31, 2011	9	9	0:48
September 2011	129	80	3:13
October 2011	18	13	4:27
November 2011	17	15	2:16
December 2011	14	10	4:11
January 2012	16	11	2:02
February 2012	42	34	4:11
March 2012	25	21	1:04
April 2012	34	28	1:33
May 2012	40	25	0:53
June 2012	20	17	4:50
July 2012	30	27	4:21
August 1-12, 2012	16	15	5:31
Total	410	305	2:58

Google analytics is not able to capture where the visitors are from for this web page.

4. Pledges

Dog owners were encouraged to take an online pledge (link was posted to www.dfwstormwater.com/petwaste) promising to pick up after their dog(s) and dispose of the waste properly. The online pledge was only live during the months of April, May, June, July, and August 2012. Local governments and other organizations were also encouraged to gather pledges at community events throughout the year and/or to provide a link on their web site to the online pledge. A paper pledge template to be used at community events was made available. Only pledges received during the August 13, 2011 to August 12, 2012 reporting period are recorded here.

A total of 447 pledges were collected through NCTCOG's online system or by local governments (e.g. at community events or at their animal shelter).

The following three organizations participated in the collection of the paper pledges: City of Grand Prairie, City of Irving, and City of McKinney. Several organizations posted a link to the online pledge on their web site to encourage dog owners living in their cities to take the pledge.

Dog owners living in the following 44 cities took the pledge (either online or through pledges provided by local governments or other organizations): Town of Addison (2), City of Allen (2), City of Arlington (13), City of Aubrey (1), City of Bedford (14), City of Burleson (1), City of Carrollton (3), City of Colleyville (2), City of Coppell (8), City of Corinth (2), City of Dallas (36), City of Denton (2), City of Duncanville (11), City of Euless (3), City of Farmers Branch (2), City of Flower Mound (5), City of Fort Worth (11), City of Frisco (4), City of Grand Prairie (97), City of Grapevine (6), City of Greenville (1), City of Hurst (1), City of Irving (127), City of Kaufman (1), City of Keller (3), City of Lake Dallas (1), City of Lewisville (9), City of Little Elm (4), City of Mansfield (1), City of McKinney (23), City of Mesquite (3), City of Midlothian (1), City of Murphy (1), City of North Richland Hills (2), City of Ovilla (1), City of Plano (6), City of Providence Village (1), City of Quinlan (1), City of Red Oak (1), City of Richardson (2), City of The Colony (1), Town of Trophy Club (1), City of Watauga (2), City of Waxahachie (1), and out of region (5).

5. Photos

Dog owners who took the pledge were invited to submit a photo of their dog to be entered in the "top dog photo contest". Photos were only accepted during the months of April, May, June, July, and August 2011 and May, June, July, and August 2012. Any photos received are posted to a web page that was linked to the project web site (www.dfwstormwater.com/petwaste).

A total of 0 photos were collected during the reporting period via the recommendations of the web site and/or by local governments or other organizations.

6. Yard Signs

A dog waste sign was developed to be displayed in dog owners' yards in 2009. The yard sign was adapted from one the City of Austin created. A total of 5 yard signs were purchased as part of the annual cooperative purchase in February 2012 for the purpose of distributing/displaying publicly in the municipality's offices by the following organization: City of Richardson.

7. Planning Tools

An "I promise to..." sign created in June 2010 and continued to be made available through the web (www.dfwstormwater.com/petwaste) for cities and other organizations to use at community events to gather public commitments to pick up dog waste. The idea is to take a picture of the person holding the sign and post that picture to a web site, etc.

A press release template created in 2009 continued to be made available through the web for local governments to customize and distribute as desired.

8. NCTCOG's Department of Environment and Development Newsletter Articles

No articles were published due to availability to *InSight*, NCTCOG's department newsletter.

Yard Waste

The purpose of the leaf/yard waste management campaign is to educate the public about the importance of properly disposing of fallen tree leaves and other yard waste (e.g. grass clippings) and for the public to adopt environmentally-friendly practices (not to blow or sweep yard waste in the streets, sidewalks, driveways, or down the storm drain, but to instead leave it on the lawn or compost).

1. Brochures

Yard waste brochures were developed in September 2007 to target landscape maintenance companies and in September 2008 to target homeowners. These brochures seek to show landscape maintenance companies and homeowners how to save time and money and still have a beautiful yard. The reasons mentioned in the brochures for keeping fallen tree leaves, grass clippings, and other yard waste off the street, sidewalk, driveway, and out of the storm drain are to: do less work, save money, avoid a ticket, and be environmentally-friendly. Homeowners and landscape maintenance companies are instead encouraged to leave the yard waste on the lawn or compost it. These brochures were developed in English and Spanish.

A total of 15,650 brochures, 675 targeting landscape maintenance companies (275 in English and 400 in Spanish) and 14,975 targeting homeowners (11,925 in English and 3,050 in Spanish) were purchased as part of the annual cooperative purchase in February 2012 for the purpose of distributing by the following 7 organizations: City of Azle, City of Duncanville, City of Fort Worth, City of Frisco, City of Haltom City, City of North Richland Hills, and City of Watauga.

2. Web Page

A web page (www.dfwstormwater.com/yardwaste) was created in September 2008 to provide additional information to both homeowners and landscape maintenance companies about the importance of properly disposing of fallen tree leaves and other yard waste. This web address is also included on the back of the yard waste brochures.

Table 5: User statistics for the yard waste web page (www.dfwstormwater.com/yardwaste) by month.

Month	Visitors	Visits	Average Time on Page
August 13-31, 2011	0	0	0:00
September 2011	2	2	0:00
October 2011	1	1	0:14
November 2011	4	4	25:14
December 2011	4	4	1:16
January 2012	1	1	0:40
February 2012	0	0	0:00
March 2012	11	5	2:04
April 2012	4	4	0:08
May 2012	7	6	0:57
June 2012	9	8	4:44
July 2012	12	11	1:20
August 1-12, 2012	6	5	0:00
Total	61	51	2:57

Google analytics is not able to capture where the visitors are from for this web page.

3. Public Service Announcement

NCTCOG staff continued adapting a 30-second yard waste (“leave it on the lawn”) public service announcement (PSA) developed by the City of Dallas and WFAA for interested organizations. This PSA encourages viewers to keep grass clippings out of the storm drain by sweeping them off of streets, sidewalks, and driveways and back onto the lawn. It also informs viewers that when it rains, grass clippings and other pollutants can be washed down the storm drain eventually ending up in lakes, rivers, and creeks. Some of the water quality (e.g. can lead to an overgrowth of algae) and flooding (e.g. can clog inlets and pipes) issues are mentioned.

3 No organizations requested an adapted version for the purpose of posting to their web site/airing on their local city cable channel.

Fats, Oils, and Grease

The PETF has an interest in educating the public about the importance of properly disposing of fats, oils, and grease (FOG) and to adopt these methods, and has partnered up with the North Texas Grease Abatement Council (NTGAC) on FOG-related educational efforts. NTGAC’s mission is to educate North Texans about the effects of pouring FOG down the drain. The NTGAC is an educational partnership between municipalities and water utilities in North Texas and is supported through a different program area.

The NTGAC continued to make several educational materials and tools available to PETF participants (e.g. video targeting apartment dwellers). Along with the two videos developed to target apartment dwellers and restaurants, the NTGAC also developed a video for residential homeowners. This video will be made available to PETF members next fiscal year. FOG door

hangers were adapted from TCEQ information this year. Several FOG-related items were also available for purchase in the annual cooperative purchase as described below.

1. Fat Trapper Bags

A total of 4,010 fat trapper bags were cooperatively purchased in February 2012 for the purpose of distributing by the following 5 organizations: City of Duncanville, City of Fort Worth, City of Forney, City of Garland, and City of Mansfield.

2. FOG Funnels

A total of 525 FOG funnels were cooperatively purchased in February 2012 for the purpose of distributing by the following 4 organizations: City of Forney, City of Fort Worth, City of Mansfield, and City of North Richland Hills.

3. FOG Door Hangers

A total of 1,500 FOG door hangers were cooperatively purchased in December 2011 for the purpose of distributing by the following 4 organizations: City of Haltom City, City of Mansfield, City of North Richland Hills, and City of Richardson.

4. Grease Lids

A total of 1,450 grease lids were cooperatively purchased in February 2012 for the purpose of distributing by the following 4 organizations: City of Bedford, City of Forney, City of Garland, and City of North Richland Hills.

Stormwater Issues

The PETF decided that the fiscal year 2011 work program would deal with a broad range of stormwater topics that they must address on a yearly basis. These projects could include anything that involves educating the public about general stormwater issues. These projects continued into 2012.

1. Articles

The PETF was asked to collect any articles they had written or could share. These articles were compiled on the Yahoo Groups page for all members to access. This allows sharing of ideas when members have to write about stormwater concerns.

2. Stormwater Jeopardy Game

This game models Jeopardy, but is compiled of stormwater questions, answers, and photos. Three games were developed. One targets elementary aged children, one targets middle school children, and the last focuses on high school-aged children. The questions contain information about pet waste, yard waste, basic stormwater knowledge, trash, water quality, and stormwater safety. This game was completed in 2012 and was given to PETF members in DVD form and is also posted online. Both of these formats give members the option to put in their own questions/answers, and pictures.

Green Business

The PETF decided that the fiscal year 2012 project would target businesses and help them become “green” in their practices. It was decided that landscape maintenance companies would be the focus for this year. Companies are contacted via email with a description of the project. A contract was drafted for these companies to sign. It primarily discussed best management practices that should be utilized by workers. Two short, educational videos (in English and Spanish) accompany the contract. The videos focus on water conservation and managing grass clippings and leaves.

If the company decides to follow the contract, their company will be placed on a website that promotes green businesses. This website will be advertised via newsletters and a press release distributed to cities. Companies also have the option of purchasing a decal with the website information that can be placed on their vehicle. This project will be complete the beginning of fiscal year 2013.

Other

1. PETF Meetings

Stormwater program participants and other interested organizations were invited to attend 7 meetings to discuss the above campaigns as well as other opportunities for regional cooperation. Each meeting concluded with a municipal roundtable in which representatives had the opportunity to discuss initiatives going on in their communities and/or ask for assistance on specific issues.

- 11 people representing the following 10 organizations attended the first meeting held August 2, 2010: City of Burleson, City of Denton, City of Euless, City of Forney, City of Fort Worth, City of Glenn Heights, City of Grapevine, Town of Highland Park, City of Mansfield, and Professional Coating Technologies (2).
- 8 people representing the following 8 organizations attended the second meeting held September 29, 2011: City of Allen, City of Burleson, City of Euless, City of Forney, City of Fort Worth, City of Garland, City of Mansfield, and Tarrant County.
- The November 10, 2011 meeting was a webinar. It was cancelled last minute due to the organization that was putting on the webinar.
- 7 people representing the following 6 organizations attended the fourth meeting held January 18, 2012: City of Allen, City of Burleson, City of Dallas, City of Fort Worth (2), City of Garland, and City of Richardson.
- 16 people representing the following 14 organizations attended the fifth meeting held March 8, 2012: City of Bedford, City of Carrollton, City of Dallas, City of Denton, City of Euless (2), City of Glenn Heights (2), City of Grand Prairie, City of Grapevine, City of Irving, City of Mansfield, City of North Richland Hills, City of Plano, and City of Richardson.
- 12 people representing the following 11 organizations attended the sixth meeting held April 24, 2012: City of Bedford, City of Burleson, City of Denton, City of Euless, City of Fort Worth (2), City of Garland, City of Grand Prairie, City of Irving, City of Mansfield, City of North Richland Hills, and City of Plano.
- 14 people representing the following 12 organizations attended the seventh meeting held June 13, 2012: City of Arlington (2), City of Bedford, City of Burleson, City of Carrollton, City of Euless, City of Fort Worth (2), City of Glenn Heights, City of Grapevine, City of Grand Prairie, City of Irving, City of Mansfield, and City of Plano.
- 12 people representing the following 12 organizations attended the eighth meeting held August 2, 2012: City of Arlington, City of Bedford, City of Carrollton, City of Euless, City of Fort Worth, City of Glenn Heights, City of Grand Prairie, City of Grapevine, City of Irving, City of Plano, Collin County, and Texas Department of Transportation.

2. Stormwater Education Events Calendar

The purpose of the Stormwater Education Events Calendar

(www.nctcog.org/envir/SEEClean/stormwater/meetings/calendar/index.asp) is to provide a common location for organizations to post information about upcoming stormwater-related events going on across the region. A total of 50 stormwater-related events were posted to this calendar. The following organizations hosted these events: City of Arlington, City of Dallas, City of Fort Worth (5), City of Irving (28), City of Mansfield (5), Tarrant County, Dallas Water Utilities (3), Chambersville Tree Farm, Coppell Community Garden, Grand Prairie ISD, NCTCOG, Texas AgriLife Extension, and University of Texas, Arlington.

3. Annual Cooperative Purchase

To maximize group savings for program participants, the Regional Stormwater Management Program conducts one purchase annually of several education and outreach-related items. The goal is to combine as many orders possible to achieve the lowest unit cost. The items cooperatively purchased in January and February 2012 for the purpose of distributing, displaying, and/or installing are listed in the table below.

Table 6: Items purchased in the Fiscal Year 2012 cooperative purchase and those organizations that purchased them.

Item	Quantity	Purchased By
Texas SmartScape bookmarks (see item 1 under the "Lawn and Garden Care" section above)		
Dog waste bookmarks (see item 1 under the "Pet Waste" section above)		
Dog waste bag dispensers (see item 2 under the "Pet Waste" section above)		
Dog waste yard signs (see item 6 under the "Pet Waste" section above)		
Yard waste brochures (see item 1 under the "Yard Waste" section above)		
Fat trapper bags (see item 1 under the "Fats, Oils, and Grease" section above)		
FOG funnels (see item 2 under the "Fats, Oils, and Grease" section above)		
FOG door hangers (see item 3 under the "Fats, Oils, and Grease" section above)		
Grease lids (see item 4 under the "Fats, Oils, and Grease" section above)		
Zip-its	700	City of Azle, City of Burleson, City of Duncanville, City of Fort Worth, City of Forney, and City of Richardson,
Plastic curb markers	560	City of Burleson, City of Carrollton, City of North Richland Hills, and City of Watauga.
Aluminum curb markers	1000	City of McKinney
Pollution prevention municipal training posters	60	City of Burleson, City of Fort Worth, City of Haltom City, and City of Watauga.
Gamma Lids	100	City of Bedford and City of Fort Worth
Motor Oil Funnels	275	City of Fort Worth and City of Richardson
Storm drain monitoring kit	1	City of University Park
Ammonia Nitrogen kit	3	City of Frisco and City of University Park