

## **DRAFT BASWG Meeting Minutes**

October 8, 2015

12:30-3:30 pm

Council Chambers, Orono Town Hall, Orono, Maine

### **Meeting Attendees**

Phil Ruck, David Ladd, Brian Bernosky, Thomas Palmer, Kathy Hoppe, Andrea Dickinson, Richard May, Patrick Decker, Mark Leonard, Andy Rudzinski, Rob Yerxa, Belle Ryder, George Hanson, Tracy Drew, Kyle Severance, Scott Wilkerson. Pulse Marketing Consultant: Cintia Miranda . Facilitator: Brenda Zollitsch.

### **Welcome and Introductions**

Rob Y. called the meeting to order. He had everyone introduce themselves.

### **BASWG Business Meeting**

#### **Organizational Business**

- DEP has officially acknowledged receipt of the BASWG Regional PY2 Report
- Roundtable funds are coming in; contract funds are expected from DEP within the month (invoice was sent); Invoices are being sent; Brenda will develop PDH certificates for interested parties (Rob Y. will provide signature).
- The new contract with SEE/Pulse Marketing has been developed and signed. It is now being implemented.
- The BASWG needs a new non-consultant E&O Committee Chair to provide coordination with the consultants and BASWG. Tracy D. nominated Belle R. to be the chair of the committee. Patrick D. seconded the motion. The motion was passed unanimously. All recommendations for postings should be sent to both Belle and Phil R.

#### **Updates**

- The MEWEA Stormwater Group met. They are working on developing their formal organizational structure and priorities. Rob and Phil are the BASWG's representatives. The group would like to add one additional person, so that an MS4 is represented if Rob cannot attend. Rob Y. expressed that he does see value in having BASWG represented in MEWEA.
- The Maine Stormwater Conference will be held November 16-17 at the Marriott Sable Oaks in South Portland, Maine. All members are encouraged to attend.
- The EPA Urban Waters Grant Program is open and all applications are due on November 20<sup>th</sup>. There is a webinar on the grants being held on 10/22/15. Contact Brenda for more information if you are interested.
- There are ongoing issues related to the State of Maine and Tribal Waters. No one from DEP attending the meeting was able to comment on this issue.
- Brian B. will follow-up to ask DEP about the Chapter 500 update timeline.

- Rob Y. will send a letter to Brian Kavanaugh requesting the hydrant flushing issue profile document. David L. said that he will send it to Brenda Z. as well
- David L. said that DEP has a Non-compliance Review Committee that meets monthly.
- David L. said that the Enforcement Matrix is not a public document and is for internal use only. BASWG members were planning to request this document to better understand how to achieve audit compliance.

### **Current Education and Outreach Committee Members**

The following BASWG members have agreed to serve on the BASWG E&O Committee:

- Belle Ryder, Chair
- Tracy Drew
- Mike
- Brian Bernosky
- Kyle Severance
- Kathy Hoppe (DEP)
- City of Bangor is pleased to be available for technical review

### **Special Session: Education and Outreach Planning**

#### **BASWG E&O Background**

Brenda shared BASWG mission and goals with consultant. BASWG members shared information about special events, stenciling and stream clean-ups with the consultants. Information about social media and the electronic media plan were also shared (Currently post 1-2/week; Have started to be more interactive; Did paid Facebook “boosts” re stenciling pictures and rain barrel winner). Many of these efforts not as effective/as much involvement as BASWG would like.

#### **Goal Setting**

- Specific lawncare goals in permit
- Show people why they should care
- Get people to want to be engaged

#### **Identification of Target Groups**

- DIY Lawncare Homeowners aged 30-55 in the Greater Bangor Urbanized Area
- May want to start to reach out to students as well (who engage their parents)
- Contractors re chlorides and grease traps
- Also want to do some additional outreach to businesses

#### **Listing of Resources and Assets Available for Use**

- Several MS4s have email lists and other broadcast communication systems that can be used
- Poster contest by Orono

- Need to redo the storm drain stencils
- BASWG may want to revisit the idea of applying for an AmeriCorp again in the future to engage school-age programs.

### **Website Updates**

- Determining whether to use Weebly or WordPress. Consultants will review the pros and cons and work with committee to make a decision. Want to be able to have both ease of use AND ability to expand/grow. Belle and Kyle are going to provide consultants with access to both sites for their review.

### **Public Relations**

- BASWG members do not want to use scare tactics (if you don't, then...)
- Want to have some personal connection with people (e.g. effectiveness of the Chief with a tear ad years ago)
- Good to show importance and teachable moments (storm events, lawncare chem consequences, etc.)

### **Survey to Quantify Behavior Change**

- Will be measuring impact of all efforts
- Plan to utilize the BASWG Intercept Survey as a basis for questions and adapt

### **Peer-to-Peer MS4 Sharing**

Town of Orono used previous week's major rain event as an opportunity to email all construction sites with erosion and sediment control reminders.

### **Upcoming BASWG Meeting:**

November meeting will cover urban impaired streams, education and outreach planning (last portion of the meeting), construction site inspection checklists, septic planning for permit compliance. Brenda will see if a septic inspection expert can join the meeting.

## **10-8-15 BASWG Minutes - Appendix A:**

### **Edited from Cintia Miranda's Notes from Pulse Marketing Session with BASWG**

#### **Intro - what we have done so far**

Each municipality has done street and stream clean up and stenciling catch message by rain drain - posters, T-shirts, press release, Facebook. Stenciling are usually last minute scrambling for volunteers to work on neighborhoods. They do the Garden show, American Folk Festival, Children Water Festival, and other small festivals, sportsmen show, TV ads (Statewide festival - until the end of permit - rubber duck ad, lawn care)

#### **Target audience**

30-55 who do their own lawn work - enlist behavior change

#### **Measures of success**

Street clean ups - amount of trash picked up and intercept survey - share data of everything is available on Google Drive. Attendance at events, number of surveys filled out, and how many people they were able give educational materials - rain barrel display and give always

#### **Specific Activities**

- Watershed model with rubber duckies for kids to understand what happens to water as it runs to drains.
- Most taken educational fact sheets – Rain barrel, and rain garden
- Models for rain barrels and rain garden incentive programs nationwide - grant funds
- Focus on Behavior change needs
- Poster competition - school posters younger children wanted to participate, not high schoolers.
- Door hangers, stenciling, and street clean up.

#### **Social Media**

Facebook - Once/twice per week - they boosted some posters and stenciling pic and they generated discussions. Electronic Media Plan - copy in the RFP. Facebook activities. New Hampshire lawn care study and recommendations for people to change behavior.

#### **BASWG Website**

New website in Wordpress - very static, not too many updates, not sure how to use it, they would like to put information for contractors - single clearing house for information. Hub for public information - have to provide public notice. Google calendar of events

#### **Comments on Outreach**

Another asset would be a chloride maintenance - lawn and garden, winter maintenance for chloride reduction. Getting information to commercial districts - about water pollution.

Water words that [work.com](http://work.com) webinars and study (Eric ECKL)

Want to reach more people with our message. expand and become more effective at behavior change. Volunteer recruitment.

**Focus on:**

- 1) behavior change
- 2) volunteer recruitment
- 3) urban impairment streams - chlorides and grease traps
- 4) we can use UMaine, US Air Guard, UMA Bangor, and Town Offices as a resource for disbursing educational materials

**Survey**

We create the survey and provide them with a link

**Use of Press releases**

Advertise the clean ups - one awareness campaign to participate at the event. Lead them to the website  
After a street clean up. Everything that was on the ground it gets picked up with the storm.

**Using Teachable Moments**

Extreme weather events - snow storms, chloride management. Salt damaged trees. Side of the road - black snow. You don't know what you don't see. Cautionary tale approach - constant information about what can happen. Nasty impaired streams, rusted out covers (infrastructure deteriorated), inside a disgusting catch basin. Images are powerful - show reality, why they should care about it. Kenduskeg - Emotional connection. Approach them in a way that they resonate and have an actionable item. We should point the risks out. Ask them to get involved and how to proceed. It's our backyard, too. We're all having an effect on it. Make them a part of it and how they make a difference. Give them the information, and directions on how to make a difference. Create the opportunity.

**Editorial Calendar**

Belle will provide us with information for the editorial calendar. October Media Plan - Preparing your lawn for winter. mow your leaves in. Fall lawn care. Electronic media plan.