

DRAFT BASWG Meeting Minutes

June 9, 2016

9:00 am – 11:30 am

Hampden Town Office, Hampden, Maine

Attendees: Belle Ryder, Brian Bernosky, Phil Ruck, Mark Leonard, Tracy Drew, David Ladd, George Hanson, Cara Belanger, Kyle Severance, Rich May, Patrick Decker, Rhonda Poirier, Sean Currier, Andrea Dickinson. Guests: , Jodie Keene (ISWG) ,Jennifer Isherwood and Mary Butler (UMaine SMART Program). Facilitator: Brenda Zollitsch.

Welcome

Belle welcomed everyone and asked for round robin introductions. Jennifer Isherwood and Mary Butler joined the meeting from UMaine's SMART Program. UMaine's Stormwater Management Research Team is working with high school students across Maine to encourage STEM learning through connections with stormwater. They are interested in more closely partnering with BASWG to support the project. Belle R. will speak at the upcoming Institute at UMaine on June 27th. BASWG will also write a letter of support for their upcoming grant proposal.

Preparing to Provide Input on the New Permit Language

BASWG welcomes guest Jodie Keene from the Interlocal Stormwater Working Group in the Portland Area. DEP is planning to meet in September to start drafting the language for the new permit. They are seeking to create more specificity in the new permit. The program is iterative and there will be more requirements than in the current permit. However, DEP doesn't want any permittee overwhelmed. Time to look at what is in the Massachusetts permit and determine what works for Maine MS4s and what does not.

BASWG members discussed concerns about potential forthcoming changes in Maine's permit at their June 9th meeting. Phil Ruck provided a verbal comparison of Maine and Massachusetts Permit Language outlined by Phil Ruck based on review of the Massachusetts MS4 Permit signed on April 4, 2016. BASWG members noted that Massachusetts has not had major increases in requirements since 2003, as the permit has not been reissued since 2003. Maine has been incrementally adding improvements each permit cycle. New areas of focus may include IDDE, creating efficiencies, winter inspections for construction sites, seeding and others.

Maine DEP Stormwater Coordinator David Ladd provided some initial comments on the purpose of the permit and potential changes to it:

- Maine DEP considers the permit to be a shield for the permittee.
- There are some areas where there are likely to be changes in the Maine permit.
- It is important for the Maine permit and permittee compliance not to backslide.

- Maine is looking to “dial-in” on trouble areas with the coming permit cycle. This work will include identification of hot spots, catch basin analysis, assessing system vulnerability and, if triggered, wet weather sampling.
- (Need to confirm this bullet with Ladd) Wet weather and dry weather inspections will look at the same things. Analyze difference between wet and dry inspections for ammonia, chlorides, surfactants, salinity, temperature, E. coli, any additional pollutants of concern. Southern Maine, Long Creek and Bangor already have these plans in place.
- The new permit will have greater specificity.
- Across the board, DEP plans to incorporate greater clarity for the definitions used in the permit.
- Will not rely on reference to the Multisector General Permit; language will all be placed in the MS4 permit.

BASWG Comparison Areas of Concern

Concerns outlined by Phil Ruck (Columns 1 and 2)

Comments by BASWG Members (Columns 3 and 4)

1. Potential Permit Change Area	2. Potential Changes	3. Perceived Positive Changes	4. Perceived Concerns
Wet Weather Testing	May require wet weather testing including surfactants and bacteroides	MS4s think it is good to have and know this information	<ul style="list-style-type: none"> • However, analysis is very costly for surfactants and bacteroides. • Want flexibility to choose their tests and methods of testing based on presenting DEP with a valid, science-based, useful method plan • Analysis decisions should be a “voluntary judgement call”
Street Design Evaluation	Require current street design evaluation (current and proposed impervious surface assessment). May need to establish annual increase/decrease of impervious surface.	<ul style="list-style-type: none"> • Support better mapping and understanding of impervious surface 	<ul style="list-style-type: none"> • Analysis will be very expensive and a huge burden on municipalities • MS4s do not have the resources to do this. Need funding and resource support to complete (e.g. MassDEP helped with GIS/Maps, etc.

<p>New Education and Outreach Audiences</p>	<p>May include residential businesses, institutions, churches, hospitals, commercial businesses, construction/development, and industrial facilities</p> <p>Promote sediment and erosion control BMPs to new audiences; promote LID principles</p>	<ul style="list-style-type: none"> • Good to send them a letter of notification (who to contact etc.) – opens line of communication • Helps them understand their role in the MS4 system 	<ul style="list-style-type: none"> • Concern that don't want MS4s tasked with conducting inspections • Do not want this change to result in MS4s being responsible for inspecting industrial permit holders • Need to ensure that the audiences are clear
<p>1. Potential Permit Change Area</p>	<p>2. Potential Changes</p>	<p>3. Perceived Positive Changes</p>	<p>4. Perceived Concerns</p>
<p>Move from Considering to Requiring LID in Post-Construction Planning</p>	<p>LID must be used to the "Maximum Extent Practicable"</p>	<ul style="list-style-type: none"> • Good to promote LID and make people aware of opportunities to reduce SW pollution through good design; • Brewer already has technical review committee to review LID opportunities; • Bangor recommends LID in projects. • Some Ms4s currently rely on HydroCad modeling for this consideration 	<ul style="list-style-type: none"> • Onus is on the planning staff and board to prove that it has been assessed with an engineering review; • Concerns about measuring "quantity cannot increase nor quality decrease" in more than a general way • Worried about having to "prove" it; Difficult with planning boards if require. • Want to make sure that once the nature of the discharge is identified; does not have to be revisited regularly. Don't want to increase busy work. If changes, test again.
<p>Winter Construction</p>	<p>Increase in the quantity of inspections during winter months</p>	<ul style="list-style-type: none"> • Important to keep track of winter activities and violations 	<ul style="list-style-type: none"> • Need to make sure expectations are not an unmanageable drain on resources (more applicable to

			some MS4s than others)
Seeding	No additional information was provided beyond that David Ladd indicated this may be an area of changed requirements	No discussion took place	N/A without further discussion

Key Takeaways from the Permit Language Discussion

BASWG’s MS4s do not want more busy work. Want to focus on identifying and solving real stormwater problems. They want to focus on E&O and inspecting sites. Members are concerned about costly wet weather testing, and requirements to test surfactants and bacteroides. They want to continue to have flexibility in choosing valid and useful methods. They like that all relevant language will be included in the permit, rather than being referenced only. They are concerned about the cost of TVing outfalls, which is costly and complicated. They support better mapping, but are concerned about potential expectations around new analyses of impervious surface, which is a major and costly effort. They are interested in working on E&O with industrial permit holders, but are vehemently opposed to any requirements for MS4s to be involved in inspections of industrial sites. Finally, the group wants to ensure that there is not wasted testing and inspections; once the nature of a discharge is identified, don’t want to have to keep revisiting unless it changes. If it changes, then new testing will take place.

Inter-cluster Coordination on Next Cycle Permit Discussion

BASWG would like to participate in an intercluster planning meeting on permit changes and comments. BASWG welcomes the ISWG to take the lead in coordinating the intercluster meeting, as the group believes they have already initiated some discussion, but is happy to help arrange these efforts if it will help ISWG.

Actions: Jodie Keene (ISWG) will communicate this with Robyne Saunders. BASWG will await word from the ISWG about next steps.

Drinking Water Discharges to MS4s – DEP Hydrant Flushing Issue Profile

David L. shared DEPs new *Issue Profile on Drinking Water System Discharges to Regulated Small MS4s* (6-9-2016). Drinking system is entirely the water utility’s business unless that water gets out of their system and into the MS4 system. Chlorine is an effective killer, with ppb able to kill fish and other organisms in a very short period of time. DEP wants MS4s to have measures in place for violations of ambient water quality criteria. Hydrant flushing has taken place for most than 100 years. DEP wants to come up with practices to keep MS4s out of trouble. A violation could cause fish kills and the MS4 would be on the hook for associated fines. Maine is adopting EPA’s ambient water quality standards.

Decision: BASWG will not be coordinating submission of a comment letter from the group (due to time to coordinate and potential differences in recommendations between MS4s). MS4s are encouraged to submit their own comments.

Actions: Comments from MS4s on the issue profile re due to DEP's Brian Kavanagh by June 21st. (This has been changed since the meeting).

Upcoming Training Opportunity

- DOT Field Day in Richmond – This is an annual training for public works staff. Includes training on SWPPs and other topics. Counts for annual training.

E&O - Reports on Street and Stream Clean-ups

Milford – Had 40 participants (largest turnout to date), including municipal employee (recreation department, office etc.) and a commercial entity that cleaned out on County Road. Drug paraphernalia was found during this clean-up as well.

Orono – Had 101 participants (largest turnout to date), but only collected 15 yards of trash. Picked up both streamside and streets. Additionally, Little League also did pick-up work.

Action: Need to start thinking about alternative ways to engage these invested volunteers.

Old Town – Only four people showed up (less than usual), but they collected four bags of trash. However, a new approach is occurring, where businesses are adopting areas around them – committing keeping the stormdrains clean, etc. year-round.

Action: BASWG may want to consider recognizing these businesses and individuals on our Facebook/website pages. Provide a “pat on the back” for their commitment. Encourage others to do the same. E&A Committee will look into this.

Veazie – Had six participants (average turnout for this small MS4), collecting 6 contractor bags of trash. The school has committed to participating in the clean-up next year, which is a positive development.

Action: Phil R. suggested that the SMART Program connect with RAD in the future. Jennifer I. indicated that she would follow-up on this.

E&O - Approving Stormdrain Stenciling Enhancement Grant from John Sage Foundation

Brenda Z. wrote and submitted a grant application to the Sage Foundation to test and enhance BASWG's stormdrain stenciling/marketing activities. The grant (\$4,000) was awarded. Mark L. made the motion to accept the funds and sign the contract with the foundation. Brian B. seconded the motion. The motion was passed unanimously.

E&O – Plans for Special Session on Social Marketing in the Fall

BASWG will host a special session on social marketing in the fall. **Action:** Brenda Z. and Belle R. will be working with Kathy H. and Laura Wilson (UMaine) to set this up.

Kathy H. sent an extensive and very helpful email to the BASWG outlining some technical assistance references for improving social marketing and E&O in general. She also provided copies of the past

Municipal Employee Survey and the Lawncare Project Survey results for the Bangor region that were used in planning the stenciling project initially.

Action: These documents will be reviewed by the E&O Committee for any future planning efforts.

E&O – Survey

Pulse Marketing has received most of the surveys. **Action:** Any remaining surveys should be sent to Maddy Sims ASAP. Survey results will be reviewed at the July BASWG meeting.

E&O - Rain Barrel Drawing

BASWG has been collecting entries for the rain barrel drawing at all its events as an incentive to complete the survey. **Decision:** The BASWG will conduct the drawing for the rain barrel at the July BASWG meeting.

BASWG Brochure Review

BASWG members reviewed the draft brochure from Pule Marketing.

Suggested Edits:

- Remove the text on the front fold, add photo, put Follow-us on Facebook
- “Stormwater” should be used consistently and spelled correctly throughout brochure
- Replace photo of Brewer staff with other photo of variety of BASWG members
- Remove the statement “The current permit expires in June 2018”
- Rely more on Water Words that Work for the section on MS4 compliance
- Add ways to get involved
- Add that BASWG meets 2nd Thursday of each month from 9-11 am (see BASWG.org for locations and agendas)
- Change “Reduce Stormwater Pollution” to “Get Involved”
- Change #2 to “Mow high (3” or higher)”
- Change #4 to “Use car wash or wash on you lawn instead of washing your vehicles in your driveway”
- Add section about the issue of SW:
 - Stormwater pollution is the leading cause of water pollution in the Bangor Area.
 - The majority of stormwater flows through our stormdrain system untreated to local waters
 - Add lawncare message

Action: The revised brochure needs to be sent to Jennifer Isherwood (UMaine) by June 20th for them to print for their Institute event.

E&O - Statewide Media Buy Impact

BASWG participates in the statewide outreach plan, which includes a statewide media buy for the ducky ad. Members of the BASWG have informally noted a decline in the viewership of these ads and a lack of

recognition of the ad itself and the messages it is conveying. Jami F. at ISWG agrees that there has been a change since the planning took place for the current media buy. More viewers are looking at Netflix and Hulu than cable television (where the ads have been running for the current media buy). Currently, there is a contract commitment to Time Warner for PY4. There is no media buy in PY5. **Decision:** BASWG would like to work with ISWG to reassess media buy types and locations prior to commitments for the next permit. Brenda Z. will convey this to the ISWG.

Approval of BASWG May Meeting Minutes

George H. made the motion to accept the May BASWG Meeting minutes. Patrick seconded the motion. The motion was passed unanimously.

Next Meeting

The July BASWG meeting will be held from 9:00 am – 11:00 am at the Orono Town Office. There will be no BASWG meeting in August.

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