

BASWG Meeting Minutes

April 6, 2017

9:00 am – 11:00 am

Bangor Wastewater Treatment Plant, Bangor, Maine

Attendees: John Rouleau, Belle Ryder, Brad Chesson, Tom Palmer, Phil Ruck, Rich May, Doug Hill, Patrick Decker, Andrea Dickinson, Kathy Hoppe, Cara Belanger, Brain Bernosky, Karen Cullen, Tracy Drew, Cintia Miranda, Rhonda Poirier. Facilitator: Brenda Zollitsch.

Tour of the Bangor Wastewater Treatment Plant

Rich M. and the WWTP staff arranged a tour for any interested BASWG members. The tour started at 7:30 am. Several BASWG members participated.

Welcome

John R. welcomed everyone and asked the group to do round-robin introductions.

Statewide Permit Planning

Update on April 23rd Stakeholder Meeting

Rich M. provided an overview of the meeting on April 23rd at Maine DEP, a listening session on the statewide permit planning process. Brian K. asked BASWG to lead sharing their input on each of the MS4s being discussed. Rich M. shared input from the BASWG for MCM 3, 4, and 5. There was a great deal of agreement among the clusters about the recommendations. The comments BASWG shared were reflective of the redline the BASWG formally submitted to Maine DEP in April. There was good representation of MS4s from the different clusters at the meeting.

Thoughts following the April 23rd Meeting

In discussion at today's meeting, the BASWG members discussed their shared surprise at the presence and comments of nonprofits that were there. The group agreed that there needs to be some pushback from the MS4s to their requests. Looks like winter construction inspections likely to not be in the permit, based on Greg Wood's reaction.

Preparing for May 5th Meeting

BASWG will have similar representation at the May 5th Stakeholder Meeting with DEP, designed to gather input on MCM 1, 2, and 6, as well as the Remand Rule and administrative issues. Belle R. will represent the BASWG's comments on MCM 1&2; Brian B. will represent the BASWG's comments on MCM 6, and Phil R. will represent the comments on the Remand Rule and administrative issues. Comments will reflect the already-submitted redline.

Key themes for MCM 1 and 2:

- Look to language in the NH and MA permits.
- BASWG seeks to have 3 target audiences with two messages each
- Make language simplified and clearer to follow and meet permit requirements (clearer benchmarks, etc.)
- Want each region to have more control over what they chose to do
- Each MS4 can chose to collaborate to the extent they want to

Key themes for MCM 6:

- Define the term inspection
- What does an inspection entail? Does it mean just clean them?

Key themes for Administrative Issues:

- ISWG has done the most work/has the most concerns on this; let them take the lead – no specific BASWG comments
- Make sure DEP is clear about the option they are choosing
- Clear expectations for MS4s re plans, reports and public notice requirements

Top 5 Actions that Improve Water Quality (New Request from DEP)

- The BASWG will have an additional meeting to discuss this (next week; Phil R. will coordinate)
- Key suggestions to discuss at this meeting include:
 - Erosion and sediment control
 - O&M Training of frontline staff
 - Snow removal practices
 - Cleaning of catch basins (not inspections)
 - Various BMPs (imperviousness, infrastructure management)
 - Construction site inspections

This conversation led to the question about how MS4s, BASWG and the State are determining improvements in water quality.

- There are many stories of different ways these improvements are being realized
- BASWG interested in capturing these efforts in stories/informal case studies
- Put this on ongoing agenda to discuss
- Examples:
 - Birch stream chubs – huge success – used to be a black, smelly stream – now clear, can see critters
 - Collecting a yard of catch basin grit, beneficial reuse
 - Trash removal from snow dump (how much taken out by ton)
 - Street sweeping
 - 8,000 pound of dog poop didn't end up in stormdrains (8,000 poop bags distributed)

Education and Outreach

Bangor Science Festival

Excellent outcome. Pleased with interaction with kids and their parents (as planned). Handed out all the business cards and brochures. Kids loved the stormdrain pipe and game, as well as the video game. Parents had to work with the kids to explain what they were to do (learning for both about getting rid of types of pollutants and keeping water clean. Was a great chance to engage with parents. Steady participation at the booth.

Focus Group Reports

Pulse Marketing conducted two formal focus groups to gather information for this project to determine preferences and effectiveness of messaging – one with our target audience of 30-55 year old homeowners who do their own lawncare and one with millennials (our future audience). A total of nine combinations of wording and images were shared and ranked with participants in both processes. The outcome was the same for all groups of participants. Millennials were enthusiastic, well-informed, and open to changing their behavior. Less so for the older focus group participants. Everyone has smart phones and get their news via their phones. Key sources are social media feeds from local news channels and NPR. Younger crowd listens to the radio a lot, making radio ads on specific stations a possible approach.

Results pointed the BASWG in a much better direction than it had been going, sharing that:

- The stencil would be improved with the image of a fish, rather than the rubber duck that has been used in the statewide campaign (that the BASWG is moving away from) or the rain drop (which has no emotional connection for people)
- The design of a fish should look more like a fish found in Maine - trout or bass (see image below).
- Participants did not like the word "Dumping", instead suggesting the use of words like "No littering" or "No Trash." Most people did not think the polluting activities they did were "dumping", i.e. message didn't apply to their activities.
- Most participants thought that water that went through the stormdrain system went to the sewage treatment plant and was treated before entering local water bodies. They thought anything dumped down the stormdrain would be removed by this process.
- Findings suggested the addition of a smaller line of text below the circle with a more direct message:, like: "Water from this drain does not pass through treatment plant". While the messaging will be accompanied by many other communications through other tools, they wanted to actual message to be conveyed.
- The thought is that the message would be more self-explanatory and both kids and adults would fully understand that they should not throw anything down the drain.
- Consequently, the BASWG's early suggestion of "Only Rain Down the Drain" was eliminated from consideration, as the message about what to do or what was meant was unclear.

A final decision was made to incorporate the wording “No Littering. Drains to River” in a circle around a native fish species image, with the word “Untreated” at the bottom. Pulse is revising the stencil and sending to the group for review next week prior to Cara ordering the stencils for use in May events.

Stenciling Events

- Cara B. is working with MS4s to arrange stenciling events.
- Remember - Cara B. is not in charge of the events or getting people to participate. However, she can provide assistance. MS4s should connect with her to schedule theirs if they have not already. Cara will order the stencils next week.
- MS4s will be responsible for providing paint and disposal of paint containers.
- Reminder that if aerosol cans are not empty, they are considered hazardous waste and need to be disposed as such.
- Don't use solvents on the medallions, as it removes the paint on the marker.
- Use black or gray adhesive, as the white shows up when put in the wrong place
- Karen C. will get a quote on rivets for the medallions.

Stream Clean-up Coordination

Stream clean-up planning is underway. Phil R. and Cara B. are coordinating the purchase of t-shirts. Maine DOT will provide funding to purchase waters if needed. Send final t-shirt numbers to Phil R. this week. T-shirts will be ordered through Advertising Specialists.

Poster Contests

Belle R. will send out info to anyone interested in mimicking the Orono poster contest.

Social Media and Video Game Engagement

Cintia M. shared the social media report. Facebook engagement has increased. Have had great reach this month. Science Festival provided good visibility. There have been 404 engagements on the video game to date. A post on Nitrogen and Phosphorus has gained 135 views. An upcoming interview with Chanel 7 will also be posted on the Facebook page. The group decided to have a campaign to reach 500 likes. If you like the page you are entered into a raffle to win a rain barrel.

Maine Lakes Society/Maine Children's Museum Opportunity

John R. was approached by Cheryl Daigle on behalf of the Maine Lakes Society to see if the BASWG would be interested in a partnership to develop an in-museum and traveling set of displays about water and integration. The group is very interested. Brenda Z. and Belle R. will follow-up. The museum has ~\$2,000 as seed money. Will be looking to secure at least \$10k. It costs Pulse \$2-5k for displays. May want to look at the Bangor Library Exhibit to see what they did (very nice). Likely would need to secure \$8-10k for the project.

Earth Day Festival at Pickering Square

The group decided that BASWG will have an exhibit at the Earth Day Festival in Pickering Square. Cara B. will take the lead on coordination. The event runs from 12-2 pm on April 22nd. Will bring the stormdrain pipe display. Brian B., Cara B., Rich M. and Tom P. will assist with the event. Doug H. will pick-up and drop off the display.

BASWG Abstract Submitted to Maine Stormwater Conference

Brenda Z. and Belle R. submitted an abstract to the Maine Stormwater Conference to share the various new approaches BASWG has undertaken in the last two years – stenciling, video, video games, interactive display, etc.

Need for New Mascot Suit

The mascot suit is very effective at drawing people (especially children and their parents) to the booth or interactions with BASWG volunteers. The Stormy the Duck costume is very worn and in need of being replaced. The BASWG is interested in determining if a better option for a mascot is possible. The group is considering a water droplet and joked about a “poop suit.” The poop emoji is very popular with kids now. The group is contacting the Penobscot Theater about where they get their costumes made.

Upcoming Hazardous Household Waste Day

Old Town will be hosting a Hazardous Household Waste Day on June 3rd.

Next Meetings

- The next meeting will be held on May 11, 2017 from 9:00 am – 11:00 am at Old Town City Hall
- An additional meeting/call will be arranged to prepare for the May 5th Stakeholder meeting

Upcoming Actions and Responsible Parties List

Action	Detail	Timeline	Responsible Party
Look at Permits from RI, SC, NY, OR and Others	Suggestion by Kathy H.	Before May 5 Statewide Permit meeting	May 5 Permit Meeting attendees
Meet to come up with the BASWG's top 5 priority activities to improve water quality; submit to DEP	In response to Brian Kavanagh's (DEP) request	Before May 5 Statewide Permit meeting	Phil R. will coordinate the meeting
Send revised stencils to group for approval	Incorporate changes into the stencils discussed at today's meeting	Next Week	Pulse Marketing (with Cara Belanger)
Review survey questions	Pulse is preparing to send out surveys. Any final feedback is requested	Next week	Any interested BASWG members wanting to provide feedback
Develop new regional stream clean-up poster and send to group	Work the new outreach elements into a template poster for use by stream clean-up coordinators	In coming weeks	Pulse Marketing
Send Stream Clean-up Poster copy to the group		Next week	Belle R.
Get Quote for Medallion Rivets	For marking project purchases by other MS4s	By next meeting	Karen C.
Start collecting possible stories to share on website/as examples of successes	Stimulated by discussion about various different MS4 efforts at today's meeting (e.g. birch stream chubs, trash from snowdump, etc.)	Ongoing; TBD	E&O Committee with potentially Pulse Marketing (not yet approved in budget)
Participation in Earth Day at Pickering Square	Provide booth, display and interaction at the event	Coordinate to provide booth on Earth Day	Cara, Brian, Rich, Tom (Doug pick up and drop off of display)
Follow-up with Cheryl Daigle re Museum Display	Connect to determine if it makes sense for BASWG to be a partner	Before May BASWG meeting	Brenda Z. and Belle R.
Complete draft bylaws revision for group review	Compile redline changes to the bylaws	Ready for May BASWG meeting	Belle R.
Identify costs for a replacement mascot suit (water drop, etc.)	See where the Penobscot Theater about where they get their costumes made; check catalogs	ASAP	Brian B. and others

