**Bangor Area Stormwater Group**

August 12, 2021 Meeting Minutes

Via Zoom

9:00 am – 11:00 am

**Attendees:** Rich May, Mark Leonard, Andrea Dickinson, Chris Greene, Brian Cotlar, Amanda Millay, Tiffany Wilson. Facilitator: Brenda Zollitsch.

**Welcome and Introductions**

Rich M. welcomed everyone. Several BASWG members were on vacation during this meeting and unable to attend.

**DEP and Stormwater Management Plan Updates**

* The permit appeal has gone through requiring inclusion of LID techniques.
* Southern Maine groups are working on this – pointing out that the way it is crafted in the revised permit is not the best way to approach LID. FOCB wanted it in MCM 5.
* BASWG has concerns that the language is very loose and about how the DEP will interpret that language over time. Would prefer clear direction so can ensure compliance.
* While the BASWG may not be happy with changes to the new permit, the group is likely to accept these changes. BASWG would prefer some type of standard. ACTION: BASWG will review and submit comments if needed.
* BASWG submitted the revised five-year SWMP plan to DEP, which has been formally received. Changes were made to meet changes requested on public works and general public behavior change elements. Took out contractors and instead are looking to include municipal managers of contractors. Simplified and shored up the messages to the public so easier to measure.

**Education and Outreach**

* Video campaign had 411,000 impressions, 600 cyclic. Focus on Bangor region zip codes. Utilized three different videos – whiteboard (most views, covid, and original animation. It was a pretty successful campaign, as most people were still working from home and online all the time.
* The social campaign did not fair as well, with user fatigue from online and ads. Pushing out giveaway. Will consider updating the social campaign in October.
* Social media has been experiencing long-term success and definitely over the last year (884,123 impressions)
* People are seeing and learning more on the website (145% increase from last year)
* Also small increase in audience and more people “liking” BASWG social media posts
* Continuing to focus on seasonal, home habits/improvements – including, spring cleaning, salt use and videos. They like tips and tricks, as well as curated local messaging.
* Want to continue to provide outreach on cause and effect – how individual polluting and non-polluting actions affect the community at large.
* Would like more content from communities that have stormwater content to share – learn lessons from them
* Pulse presented a menu of ideas for the BASWG to consider:
	+ Winter Stormwater Management – enhance what is on the website – currently only one page. More content. What commercial use of salt looks like. Kids science about salt. Applications and practices. Focus on asset creation and dissemination.
	+ Short videos in communities – 30 second clips of demos; bite-sized best practices.
	+ Poster design – salt distribution, physical posters that can be hung
	+ Revisit covid resources – focus on masks as sources of pollution
	+ Evergreen assets – messages on the website, kids page – create content to live on the website. Appeal with local-adapted content.
	+ Add narrative to videos and do a repository of storytelling
	+ Infographics on key topics
	+ May want to add local celebrities
	+ Possibility to create sponsored content on the BDN website – including written articles and repurposing of other materials (could link with the Science Festival, etc.) – has exclusive home page position and can include social media feed, with banners at the top and side of the page. Allows for digital push.
	+ BASWG interested in reviewing and will discuss at September E&O meeting. Focus on cost, impact, reach and measurability
	+ May want to consider looking into vaping trash pollution and plastic pollution, as well as lithium batteries as pollution topics in the future.
	+ Check back in with communities if they have any plastic bag laws that impact the availability of pet waste bags and disposal.

**SWMP Report**

* Brenda is working on a draft SWMP Report for this past year. She is working with Stillwater Engineering, Pulse and Rich to compile the document. ACTION: Brenda will have a draft plan for review and vote on September 9th.

**Next Meetings**

* The BASWG will consider an in-person meeting for October.
* Next meetings are October 14 and December 9