**Bangor Area Stormwater Group**

June 9, 2022 Meeting Minutes

In Person and Via Zoom for those not able to attend in person

9:00 am – 11:00 am

**Attendees:** Rich May, Belle Ryder, Sarah King, Cara Belanger, Kyle Drexler, Chris Greene, Rob Howard, Megan Hess, Amanda Millay, Will Harper, Mark Leonard, Holliday Keene, Jodi Munster, Brian Bernosky. Facilitator: Brenda Zollitsch

**Welcome**

Rich M. welcomed everyone and asked attendees to introduce themselves.

**DEP Updates**

Holliday Keene shared that Gregg Wood issued five permits this week. She is happy to review plans with MS4s as needed.

**Model LID Ordinance Development Update**

Kyle D. expressed concerns about the draft ordinance. The ordinance is stricter than current language in many ordinances. The model will be sent to DEP for review. MS4s can use the model, adapt it or submit their own. A statewide meeting to review the model ordinance was held on 6-6-2022. There is a current survey being held allowing MS4s to vote on what should be changed to “optional” or removed from the model ordinance. When reviewing, MS4s should look to figure out where each item would best fit into the MS4’s own ordinances. Responses must be received by July 14th. A presentation in July will review the whole ordinance. Between July and September, each MS4 will need to identify what they want to do and any changes they want to make. The group walked through the survey elements.

The group discussion included the following points:

* Without a public meeting process, this model ordinance development process seems backwards.
* DEP says it will take public comment into account. Everyone *can* have their own model. However, the way the model is written it is very specific and does not seem flexible. Seems to form a baseline.
* Survey will help understand how many MS4s plan to submit their own model.
* Want to be able to provide an exception if X is contradictory to an MS4’s overall approach to LID (e.g., they have Priority A and the model focuses on Priority B).

Of specific concern were the following elements:

* Parking minimums becoming maximums
* Concerns around “dimensional” standards for parking and roads (usually this is up to the municipality). Concerns about limiting streets to 1000 feet. Rationale: Connecting pervious and impervious areas to reduce the quantity entering the same treatment system.
* The ordinance encourages infiltration but there are not a lot of infiltration opportunities in some MS4s (e.g., City of Bangor). Would have to create an underdrain.
* Need bigger window than people think with construction activities.
* What is “open space”? Concerns about possible unintended consequences – urban sprawl.
* Must tie urban area to growth area.
* How attainable is the 50/25%? Think they are attainable. The numbers are not bad. Need to also consider SmartGrowth, walkability, urban density, etc.
* Each MS4 has to define what is urban and suburban.
* While standards may be goof, there are people who are going to disagree.
* Feel that some of the language is limiting.
* An unintended consequence could be a .99 acre “standard”
* Small communities often don’t have planners. Must be written clearly in order to be able to enforce violations.

ACTIONS:

* MS4s should consult with their own staff before voting.
* All MS4s are encouraged to submit their vote. MS4s can vote to keep something “optional” in the model ordinance.
* Belle R. and Rich M. will reach out to smaller MS4s over the summer to discuss their planning work around LID ordinance work.
* Would like to meet with other planners to discuss (Kyle coordinating)
* Brenda will put this topic on the August BASWG meeting agenda.

**Planning for Regional Trainings**

Phil R. and John McLean (NPS Training Center) are working on coordinating an erosion and sediment control training for the fall. This will be timely with the new model ordinance work. The training will be designed for staff from public works, code enforcement and contractors. The training will be a full day, including outside, hands-on elements. Last time Orono hosted the training was open to all with a focus on MS4s. Potential date is October 27th (all day).

ACTIONS:

* SEE will provide an update on training plans at the August BASWG meeting.
* Phil R. and Megan H. will work together to determine whether and what content should be included in the development or delivery of Stormwater 101 trainings

**University of Maine Microplastics Project**

The University of Maine research team is meeting in September. They are interested in BASWG as stakeholders as the explore the presence and contributors of microplastics in stormwater in Maine.

ACTION:

* The research team will meet or provide an update at the October BASWG meeting.

**Education, Outreach and Behavior Change**

***Pulse Contract to Conduct Survey:*** Pulse was asked to provide a proposal to the BASWG for conducting a PY1 baseline survey. Pulse provided a proposal to the group, including the survey, incentives and sampling. The cost for the baseline survey is $4,792.

DECISION (Quorum was present):

* Mark made the motion to approve the proposal. Belle seconded the motion. The motion was passed unanimously.

***Chloride Tracking Tool and Winter Maintenance Managers Training:*** As part of the PY1 requirements for behavior change, BASWG is creating a Chloride Tracking Tool. Rob Yerxa (Town of Orono) has a tool that is being used as the base for the regional tool. Over time, the tool may be modified if improvements are needed. The tool will be beta tested in PY1 by BASWG MS4s.

DECISION:

* Rob Yerxa’s Tool will serve as the base for the BASWG’s Chloride Tracking Tool

ACTIONS:

* Belle R. said that Rob Y. is reaching out to Maine Local Roads to discuss training and include the tool in that training.
* Brenda Z. will prepare draft survey content for discussion at the August BASWG Meeting.
* BASWG will plan a post-winter maintenance season peer-to-peer sharing session with MS4 Winter Maintenance Mangers as part of the April BASWG Meeting

***Street and Stream Clean-ups:***

* Orono (May 21) had 80 people sign up virtually. Provided buckets, versts, bags, gloves, gift certificates and routes. More streets covered. People happy to be in person. It was time to bring back the clean-ups.
* Old Town (May 27) had 18 volunteers – 12 bags of trash collected.
* Veazie – Nine 8th graders collected 3 bags of trash
* UMAB conducted a clean-up on Earth Day
* University of Maine did a Maine Day clean-up
* Brewer: Held clean-up (details to come)

***Social Media and Display Ads:*** Chris G. and Amanda M. provided updates on the ad and social campaigns. Video assets were used (animation, white board). Facebook and Google Ads were used. Stats include 1,300 impressions and 2,300 plays. While Pulse has been running the videos a lot on FB that has been saturated. Now running them elsewhere. Lots of click-throughs to additional content. 60k impressions in the last month. YouTube viewers are watching the videos through. The YouTube audience is younger and like to watch the videos. Social media is a continued success with 173k impressions (up 400%). 4,000 engagements (up 100% over the last year). Video ads get a lot of engagement.

Some new ideas that were shared at the meeting include looking at something like what has been done in New York, where they have a mini golf course with the putting greens dedicated to different stormwater management themes. Other ideas that have been popular elsewhere include scavenger hunts and geocache hunts focused on stormwater management themes.

TikTok content is different. BASWG may want to find a TikTok ambassador (environmental intern or university student). Need to make sure could sustain the presence after that intern/student leaves. Mark L. may know an employee at the sewer plant with SW knowledge that BASWG could engage in this work (Sidney).

ACTION:

* Amanda M. will provide a July 1, 2021-June 30, 2022 report for use in BASWG PY9 report.

***Northern Maine Children’s Water Festival:*** BASWG is considering having a presence at the festival. Might include trivial pursuit and the EnviroScape watershed model. Will need volunteers.

ACTION:

* E&O Committee will coordinate participation in the festival.

**Next Meetings:**

The next full meeting of the BASWG membership will be on Thursday, August 11th from 9-11 am. The meeting will provide a hybrid option, including an in-person meeting at the Orono Town Hall and a Zoom link for call-in for those who cannot make it in person.