



# ISWG Meeting Notes

November 16, 2023 | 8:30 a.m. | **Hybrid Meeting**

## General Announcements

- Happy National Stormwater Day!

## DEP Update (Cody Obropta)

- Administrative
  - Everyone has their PY9 report reviews back, minor comments, no issues responding
  - No updates on annual report template
- Chapter 500
  - Have a facilitator (FB Environmental)
  - Three committees: Stakeholder committee, steering committee, and technical committee
  - Sent out all 5-year recertification letters and sent out emails for this year
- LID ordinance appeal outcome discussed
  - **Action Item for Nested MS4:** Contact Gregg Wood about how appeal impacts nested and MDOT/MTA permittees

## MMA Update (Rebecca Graham)

- Amanda Campbell is our new MMA legislative advocate
- Legislative proposals are focusing on increasing development
  - Stormwater and LID are being used to highlight high costs and why development isn't occurring to meet demand
  - Looking to increase density and don't understand stormwater permit requirements, need to get stormwater professionals in the room
  - High cost up front versus high cost to repair poor past decisions, how to manage long term costs
- Dan Ankeles and Art Bell's bill for sustained stormwater funding didn't get out of the emergency legislative hearing, regroup for January 2025 session to pull funding for maintenance and capital numbers (include match requirements for grants), also need good photos for failed culverts, potholes, pipes, outfalls, etc.
  - Concerns from wastewater that the stormwater fund would pull resources away from them
- MMA [Potholes and Politics podcast](#), looking to do an episode on stormwater
- Need stormwater volunteers for a legislative caucus to introduce them into municipal stormwater
  - **ISWG Reps Action Item:** Contact Rebecca to volunteer for podcast and legislative caucus

## PY2 Check-in

- Awareness
  - **Public:** 90-day Instagram ad (in progress); TBM website December & June (created new chloride page); 12 Instagram posts (completed: posted and scheduled, each month)
  - **Contractors:** Workshop completed (completed in September-19 attendees, 17 were new certs); 90 days Google ad & Facebook ad (in progress-Google Ad Successful Impressions with Very Small Audience, Facebook Ad Gains More Impressions from Larger Audience); TBM website December & June (updates made to #1 water pollutant page)
    - **CCSWCD Action Item:** Use John Maclaine/Fred/Jodie's site diagram with winter maintenance BMP recommendations, emphasize BMPs must be maintained whether work is active or not for site inspection report attachment, ask John Maclaine to review
- Behavior Change



## ISWG Meeting Notes

November 16, 2023 | 8:30 a.m. | **Hybrid Meeting**

- **(25-34)** 12 Instagram posts (launched); 3 Instagram videos (started); 3 events (in progress); branded dog waste bags (in progress)
- **(35-55)** 3 30-day Facebook ad (designed and submitted); 12 Facebook posts (launched); 3 events (in progress); branded bags (in progress)
- Chloride
  - Private contractor education (not started)
  - Community education: 12 Meta posts (launched); 90 days social media ad(s) (not started)
  - [2023 Salt Summit Recording, Adirondack Road Salt Reduction Task Force Assessment and Recommendations](#), Maine Local Roads Winter Maintenance Trainings
    - Members found both trainings very helpful, recommend continuing
    - **ISWG Rep Action Item:** Send Ali proof of training participation (Freeport, Saco, Scarborough, South Portland, Westbrook)
    - **CCSWCD Action Item:** Ask Phill if he would consider giving an ISWG SWiM training or present at 2024 Maine Stormwater Conference?
    - **CCSWCD Action Item:** Coordinate future Maine Local Road trainings with calibration component for ISWG region
    - **CCSWCD Action Item:** Reach out to MEMIC about messaging
- YardScaping
  - Facebook targeted ads for each stream (not started), postcard mailer (not started), point of sale products and vegetative buffer plants (not started), workshop follow up surveys (in progress)
  - Workshops: 2 From Lawns to Landscapes workshops remaining (Old Orchard Beach, Scarborough)
- Municipal Outreach
  - IDDE training video: <https://vimeo.com/787001158>
  - **CCSWCD Action Item:** Update municipal factsheets for everyone
  - **CCSWCD Action Item:** Update municipal leadership presentation for member use
  - **CCSWCD Action Item:** Record an in-depth GHPP/SWPPP/OM training for use
- Classroom Education: Biddeford and Falmouth still need to be scheduled, all other schools scheduled or in progress
- MCM 2 events report out and feedback
  - Touch a Truck event with Fire Department, DPW, Parks, etc. attracts families, bring culvert pipe and robotic IDDE camera, have CCSWCD pack a tabling kit and staff the event table
  - HHW Days: Recommend having personalized stormwater handout for each car (CCSWCD has template), have additional vendors attend (ecomaine, CCSWCD, etc.) to talk to people queuing
  - **CCSWCD Follow Up:** Ali will contact each municipality to confirm event date, time, and District support; will market events on District website and social media; will email Holliday to confirm plan
  - **ISWG Rep Follow Up:** Market event through municipal website and social media, need to track event description, marketing posted, and event attendance

### PY3 Budget

- Cost estimates for increased public campaign for chloride reduction
  - BASWG is doing annual trainings, tracking weather, road conditions, and product use and DPW meeting at end of season to compare what worked well; Public gets weather-timed ads on google and BDN (\$3k budget on ads)



## ISWG Meeting Notes

November 16, 2023 | 8:30 a.m. | **Hybrid Meeting**

### Partner Updates & General Discussion

- Question for the group from Cara: Erosion & Sediment Control ordinance fee structures
  - Falmouth has inspection fee (1-3% for code and stormwater)
  - Most towns have escrow fees that get used when town needs to do inspections
- EPA Nonpoint Source Pollution & 319 grant program update [public comment period open](#) until 12/31/23
- GPCOG community intertidal data portal (<https://community-intertidal-data-portal-gpcog.hub.arcgis.com>) for Casco Bay, have a year of funding to add stormwater resources to the data portal, email [smills-knapp@gpcog.org](mailto:smills-knapp@gpcog.org)
  - Add DMR data on culverts with tidal restrictions
- BASWG working with the Discovery Museum to have a stormwater interactive display with the Penobscot River watershed and BASWG pollutant characters
- Gorham has GOPIF grant to do a stormwater retrofit for Town Hall municipal lot with Ferguson, will have outreach component to other large parking lot owners do the same

### Upcoming:

1/18 January ISWG Meeting

1/23 [SaltWise](#) (1:30-2:00 PM Eastern) Freshwater Salinization

1/24 [SaltWise](#) (1:30-2:00 PM Eastern) Tracking Salt: From Winter Roads to Summer Streams

1/26 [SaltWise](#) (1:30-2:00 PM Eastern) Wisconsin DNR Tackles a Salty Problem

1/27 [SaltWise](#) (1:30-2:00 PM Eastern) Be a Salt Wise Champion in Your Community

3/21 March ISWG Meeting

5/16 May ISWG Meeting