



SMSWG MEETING VIA ZOOM – NOTES

Wednesday January 19, 2022 12:45-2:15 pm

Attendees:

Berwick – Tammy Bellman
South Berwick – Amy Aiguier
Eliot – Steve Robinson, Jordan Tweedie, Doug Blaisdell
Kittery – Jessa Kellogg
GZA – Aimee Mountain
MTA – Sean Donohue
SMPDC – Abbie Sherwin
ISWG – Damon Yakovleff
York – Leslie Hinz, Dean Lessard
Maine DEP – Gregg Wood (12:45 – 1pm, DEP updates)
Integrated Environmental Engineering, Inc. – Kristie Rabasca
Pixels and Pulp – Danielle Hunter, Elise Weeks (12:45 to 1:12)

1. Introductions

2. Permit Renewal/DEP Update –

- a. Holliday Keen is the new DEP Stormwater Coordinator. She worked in the Maine DEP Waste Bureau for 2 years, and before that in North Carolina as a stormwater coordinator, so she is familiar with stormwater programs.
- b. The final revised Permit was issued 11/24/2021. The final appeal date passed 12/24/2021 with no appeals. Therefore, permit language is final.
- c. DEP issued Draft Department Orders for Permit coverage to SMSWG communities on 11/30/2021.
 - i. These went out for 30-day public comment that day. FOCB and EPA both commented on the documents that the second step orders needed additional information, for example, FOCB wanted to make the SWMP an enforceable document, but DEP discussed this with them, and they agreed to alternative language to the effect that the Stormwater Management Plans had been reviewed and accepted by the DEP. The final Orders will contain this kind of language (which does not make the SWMP enforceable).
 - ii. Final Orders for SMSWG should be issued in the coming weeks.
 - iii. DEP Orders for municipalities with UISs have been sent to a few communities for informal comment. These should be out for public comment in February, allowing Permit coverage by 4/1/2022.
 - iv. Stormwater Management Plans will need to be updated 60 days after we receive the final Department Orders. Be sure to send me your final Department Order if I am not cc'd on it. The final orders should be addressed to the Town Managers. KR sent an email to Gregg Wood

clarifying that three towns had new Town Managers (other Town Managers were correct for Kittery and York):

- Eliot was addressed to Wendy Rawski as acting, KR requested change to Michael Sullivan.
 - Berwick was addressed to Steve Eldridge, KR requested change to James Bellissimo.
 - South Berwick was addressed to Perry Ellsworth, KR requested change to Tim Pellerin.
- d. DEP provided comments on PY8 Annual Reports.
- i. Standard comments received, which we are addressing:
 - Training – consider formal assessment mechanism such as a quiz
 - Training – consider inclusion of Police and Fire (required for 2022 MS4 GP and is being done by most now through their own training systems)
 - ii. Others received some more Town-specific comments which we are working through. KLR has sent draft responses to each Town for their review. Responses are due in March, but we hope to get them sent back in February.
- e. The Draft 2018/2020/2022 Integrated Report was issued for public comment – KLR and others will review, but changes in impaired waters will not affect 2022 MS4 permit. Comments are due 2/21/2022.

3. Permit Year 9 activities:

a. Public Education:

i. Pixels and Pulp Update

- Pixels & Pulp Updated Work based on feedback Presentation/Discussion – re-shared original concept 1B and 4 logo variations. Will wrap up logo phase in early February and will move on to phase 2 with additional branding items. Logo options will be sent to the SMSWG group after the meeting with the deadline for review (1/26/2022).
- Next piece of work for Pixels & Pulp is to prepare templates for use in advertising workshops and other public education materials (to occur just after Logo is finalized).

ii. YardScaping Spring 2022: Marshwood Adult Ed, Spruce Creek, and York Adult Ed (Lawns to Lobsters). See dates and times at end. Announcements need to go out soon, so they will not have the new branding. KLR will distribute announcement materials, and Towns should help publicize on websites and Facebook.

iii. Litterati Update

- Reviewed other options because of cost increase (with ISWG) – spent approximately 5 hours each (SMSWG & ISWG) looking for another app that meets the need.

- Decided to stick with Litterati because other options would create more work (increased labor charges) to achieve same results. SMSWG can use a single license to share costs at \$200 per year per town.
 - As you see/schedule local beach, park and roadside cleanups, let me know who organizing group is. I can provide cleanup codes for data collection. Focus on MS4 urbanized area, can use non-UA for baseline information, but prefer UA. KLR has baseline data for all 5 SMSWG communities but could add to that data set.
 - Also work with ISWG for general state-wide pet waste awareness education/outreach. ISWG has prepared a pet waste ad and a litter ad on Facebook and will share the ISWG report out as pdf attachment to these meeting notes.
- iv. Municipal meetings:
- Planning Boards will be done as part of Ordinance updates – KR is ready to schedule these for Erosion Sediment Control Ordinance Update. We can start the process of scheduling maybe for March 2022.
 - Kittery Town Council were waiting until after elections. KR ready to schedule – Probably March or April 2022
 - South Berwick – new Town Manager – already asked to schedule – could do a joint meeting with Town Council and Planning Board but may be easier to separate the two since we need to dig into the ordinance with the Planning Board – Amy will get a date
 - Eliot – not needed (budget review is intensive)
 - Berwick Selectmen already completed
 - York – looking for Joint PB/Selectmen meeting. March 2022?
- b. Construction/Post Construction –
- Erosion Sediment Control Ordinance Update – should be completed by mid to late February. Jim K provided comments and will review with KLR this Friday 1/21/2022. Model ordinance should get finalized by mid-February. After KLR meets with Jim K she will send Doodle Poll out to Ordinance Committee to preview the Model Ordinance and review changes since they saw it last.
 - Low Impact Development Ordinance Update – the revised LID ordinance language in MS4 permit is final. Preliminary review of white paper will be done by the Technical Committee in the next couple weeks and then will go to the Ordinance Committee. White paper will summarize the rationale behind which LID measures will make it into the model ordinance. Model Ordinance will go to DEP and FOCB for their review. FOCB

- offered assistance with development of the model ordinance, so Ben Parker (FOCB) has been working with the committee.
- c. IDDE – It’s a quiet time for IDDE activities, will start up again in the spring.
 - d. Pollution Prevention Good Housekeeping
 - i. SWPPP Updates – Maine DEP (Alison Moody) is reviewing Kittery for standard language/compliance with new permit requirements. Will finalize others when get that back. Might be the end of January before we see Alison’s comments. A lot of the changes were language/terminology changes and focus on corrective actions – we anticipate that corrective actions will be the focus of audits.
 - ii. Stormwater O&M Plans – Reviews for all should be in progress. For 2022, training will be required for 80% of O&M staff (ref. Annual report comments also). KLR has sent these out for folks to review and comments are trickling in.
 - iii. Training dates:
 - Kittery – not needed (J. Kellogg completes)
 - Eliot – Public Works and Transfer Station – need to coordinate with Steve on dates, could probably combine into a single training
 - South Berwick – Public Works and Transfer Station – March (scheduling in progress)
 - York – Public Works – try to coordinate with safety training, KLR will reach out to Liz to schedule training for May
 - Berwick – Public Works – need to coordinate with Jody Gigon and let Tammy know when the training will take place

4. Attendee updates

- a. Eliot – has a new Town manager, are planning a meeting to update him on MS4 issues and make some decisions about roles for individuals.
- b. Kittery – Public Works is televising areas ahead of paving operations so issues can be identified in advance of paving projects. Televising contractor is highlighting pipes that are a rated 4 or 5 according to the NAASCO Pipeline Assessment Condition Program (PACP) so those can get prioritized for repair/replacement. Any that are State Aid Roads will be flagged if they rate 3, 4 or 5. (1 is Excellent condition, 5 is poor/failing).
- c. York – Started visiting construction sites on Fridays to inspect to make sure they are in compliance with their SWPPP. Nubble Road Phase 2 is under construction, drainage work has been completed, base paving, and only final paving needs to be completed this spring. Two DEP grant culvert projects on Mill Lane are under construction. Applied for and received additional DEP culvert grant for Greenleaf/Parsons Road.
- d. S. Berwick – New Town Manager started this month.

SMSWG Agenda – 1/19/2022

- e. Berwick – Getting ready to meet with MaineDOT about roadways and drainage associated with the Edge Development in-town.
- f. DOT – 2022-2023-2024 Work Plan will be published January 2022. Kerem Gungor will send mass e-mail to MS4 communities with a link with the plan is available.
- g. MTA – still waiting on DEP Order, DEP provided comments on SWMP and MTA responded to those comments and tweaked the SWMP to address comments. York Toll Plaza construction project is wrapped up but the demolition of the old toll plaza is ongoing and some stormwater BMPs will be installed as part of that work.
- h. Clean Water Needs Survey will be sent out on March 1 and stormwater is typically under-represented in this survey. Looking for responses from stormwater folks so grant funding will be made available. Brandy Piers (DEP) should be sending out a survey request. The MEWEA stormwater committee has reached out to Brandy to see if she will help in preparing us so we can get more stormwater needs entered into the survey. The Survey is used nationally to decide what funding is granted to each State Revolving Loan fund. Next year and in future years, the Build Back Better Plan will allow the SRF loans to become grants (forgiven).
- i. ISWG – getting ready for PY1. Urban Runoff will be in-person. SW Conference will be in-person in November 2022 – call for abstracts is out.

Upcoming Dates of Interest:

2/21/2022 – Comments due on draft 2018/2020/2022 Integrated Report (303d list)

4/5/2022 – YardScaping Marshwood Adult Ed 6:30 – 7:30 pm (virtual)

4/7/2022 – Lawns to Lobsters York Adult Ed 12-1pm (in person)

4/12/2022 – Lawns to Lobsters York Adult Ed 6:30 – 7:30 pm (in person)

4/23/2022 – Tentatively Yardscaping Kittery (in person Spruce Creek in person at Anita Alden’s home)

4/23/2022 – Urban Runoff 5K race: [Urban Runoff 5k – Cumberland County Soil & Water Conservation District \(cumberlandswcd.org\)](http://cumberlandswcd.org)

Next Meetings: (late Wednesday of Jan, Mar, May, July, Sept, Nov)

Wednesday March 23, 2022 – via Zoom again

Wednesday May 18, 2022 – via Zoom again – maybe try for in-person – York may be able to host

Kristie Rabasca

From: Ali Clift <aclift@cumberlandswcd.org>
Sent: Wednesday, January 19, 2022 11:26 AM
To: Kristie Rabasca; Damon Yakovleff
Subject: SMSWG Facebook Ads

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Kristie,

I've pulled the Facebook ad results for the ones that have finished for the year:

- Litter (Aug through Sept) reached over 10k people but had a very low click through rate (0.05%)
- Ducky video (Aug through Oct) reached over 12k people, had 0.1% click through rate and video played through 75% 415 times

The chloride and pet waste ads said they were going but didn't have any results or had any money spent so I went through and republished them. The pet waste one will run now and go for the next 90 days and I've increased the daily ad budget for the chloride ad from \$1 to \$1.50 in an attempt to make up for lost views but still ending March 31. I apologize for not catching the faulty ads earlier! All of the other ads show no indication they won't run at their scheduled time in the spring but I have reminders set to check them.

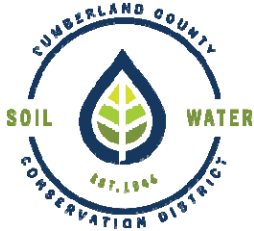
Please let me know if you have any questions.

Thank you,

Ali

Ali Clift (she/her/hers)

Education & Outreach Coordinator



Office: (207) 892-4700

Mobile: (207) 228-3521

aclift@cumberlandswcd.org - www.cumberlandswcd.org

35 Main Street, Suite 3, Windham ME 04062

