

1 CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION
2 **MS4 SUBCOMMITTEE**
3 OF CLEAN WATER ADVISORY COMMITTEE – **DRAFT** MINUTES
4

5 DATE: **Tuesday, September 3, 2019**
6 SCHEDULED TIME: 12:30 p.m. to 1:30 p.m.
7 PLACE: CCRPC Offices, 110 West Canal Street, Suite 202, Winooski, VT
8 DOCUMENTS: Minutes, documents, and presentations discussed accessible at:
9 <http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

Committee Members in Attendance		
Burlington: James Sherrard	Burlington Airport: Doug Campbell (Stantec)	Williston:
Colchester: Karen Adams	Milton: Dave Allerton	Winooski: Tim Grover
Essex: Annie Costandi, co-chair	Shelburne: Chris Robinson	VAOT: Jennifer Callahan
Essex Junction: Chelsea Mandigo, co-chair	South Burlington:	Univ. of VT:
DEC:		
Other Attendees: WNRCD: Kristen Balschunat; Blue® Stormwater: Juliana Dixon; LC SeaGrant: Kris Stepenuck		
CCRPC Staff: Dan Albrecht		

10
11 **1. Call to Order, Changes to the Agenda and Public Comments on Items not on the agenda:**

12 The co-chairs called the meeting to order at 12:01 p.m. No changes to the agenda nor public comments were
13 made.
14

15 **2. Review and action on draft minutes of July 3, 2019**

16 After a brief recap by Dan Albrecht, *Karen Adams made a motion, seconded by Tim Grover to approve the*
17 *minutes as drafted. MOTION PASSED*
18

19 **3. Blue® Stormwater (Juliana Dixon):**

20 **a. Further discussion of potential Blue® - Rethink Runoff collaboration**

21 Juliana reported the current Blue project status. The contract with Burlington is still open with a small amount
22 of funds available. A pilot project with Williston is on hold until their new Stormwater Coordinator starts work
23 on September 15th. Shelburne and South Burlington are still interested, and she is working on grant
24 applications to fund her time. Blue's contract with LC SeaGrant is ongoing and not limited to certain towns.
25 Essentially, the outreach and assessments have been well received but the data indicates that follow through on
26 BMP implementation is rare unless rebates are offered.

27 James noted one option would be setting aside funds or raising dues to provide dedicated funds for a contract
28 with Blue to conduct home assessments. Dan noted that would work especially if it was tied into the cycle of
29 Outreach and Project so that such assessments are tied into the regular Stream Team schedule: i.e., we work
30 with 3 dedicated towns each year. James noted the larger question remains, namely, that if are current Rethink
31 Runoff and Stream Team programs meets the MS4 permit requirements do we need to add Blue assessments
32 to our portfolio. Juliana stress that it was okay if Rethink Runoff declines a formal collaboration. The
33 discussion concluded with Annie noting that these discussions regarding collaboration can continue offline.

34 **b. Posting of Blue® link on rethinrunoff.org**

35 After a review of suggested text and Blue logos from Julianna, the Subcommittee agreed on the following
36 language to be used in posting a link to Blue on www.rethinkrunoff.org

37 *"It is much less expensive to prevent polluted waters than to clean them up. BLUE® is an innovative program*
38 *that certifies homes, businesses, and institutions as watershed friendly. Evaluators educate and collaborate*
39 *with property owners to identify opportunities for stormwater mitigation, affect behavioral changes, and*

1 *establish stewardship principles to protect our waters. Perhaps you could use a rain barrel or rain garden,*
2 *perhaps a water trench or French drain. Find out how you can make a difference by mitigating stormwater*
3 *runoff before it leaves your land.*

4 **4. Winooski NRCD (Kristen Balschunat):**

5 6 **a. Stream Team update**

7
8 Kristen recapped the highlights of both the July and August updates. The biggest news was the success of the
9 Milton Storm Drain Mural project. It was featured on the front page of the *Milton Independent* and due to
10 extensive sharing of the Facebook post, reached 4,500 people! Project towns for FY20 are Colchester, Essex
11 and Essex Junction while Outreach towns are South Burlington, Williston and Winooski.

12 13 **b. Door hanger and stencil, potential collaboration with LC SeaGrant (Kris Stepenuck)**

14
15 Dr. Stepenuck provided a recap of LCSG programming first (see Cmtee webpage). They work with Ashley
16 Eaton of UVM Watershed Alliance to implement a stormwater curriculum with local teachers. The curriculum
17 does reference Rethink Runoff. With regards to adapting an existing door hanger to include the Ms. Drop or
18 Rethink Runoff logo that would work. She'd also like to use/borrow RRST's stormdrain stencils.

19
20 After discussion, it was agreed that Kristin would put together an estimate of the time commitment needed for
21 her to create several storm drain stenciling kits for use by teachers working in MS4 towns and the
22 Subcommittee would discuss it further at its October meeting.

23 24 **5. Pluck (Daniel Johansen)**

- 25 **c. Review of ad performance, April 15 – July 30**
- 26 **d. Quick recap of current ad campaign, late August**
- 27 **e. Preliminary review of Winter & Spring ads**

28
29 Daniel first introduced himself. He's from Champlain College and has been working with Dave for over a
30 year. He's pleased to note that web traffic to rethinkrunoff.org reached a new high for the January – July
31 timeframe. Overall, ad design has shifted to being more conversational with less jargon. They've also update
32 language to aid in Search Engine Optimization towards a statement of "how can you help" which seems to be
33 working. They've also been tracking the types of devices being used to access the site with this info showing
34 that mobile devices dominate at 45.48% compared to 37.2% for desktop and 17.32% for tablets.

35
36 Chelsea noted that she, Annie, Kristin and Dan had met with Dave to refine the Scope of Work for FY20. In
37 addition to web maintenance, ad design and ad placement/procurement, Pluck will be producing three new
38 rack cards for use by the Stream Team, create a new watershed graphic on the website, create shorter 15-
39 second animations, create new social media tiles for use across social media and launch a new secondary
40 campaign in spring focusing on endangered creatures in Lake Champlain.

41 42 **7. Updates**

- 43 a. Dan noted a new round of Clean Water Block Grant monies will be available soon. He'll issue a formal
44 solicitation for projects in the coming weeks. James asked Dan to convey to DEC his strong objections to the
45 50% match requirement for MS4 towns especially for Implementation projects and asked Dan to convey that
46 to DEC as appropriate. That is only an internal policy of DEC leadership and is not in statute or rule.
- 47 b. Dan noted that he had talked to Padraic Monks from DEC and he is penciled in to present on the 3-acre
48 permit rule at our October 1st CWAC meeting.
- 49 c. Kristen noted the the October 3rd Adirondack - Champlain Regional Salt Summit is coming up at Lake
50 Placid. (Note: Register at fundforlakegeorge.org/saltsummit). After a brief discussion on a localize training,

1 Kris indicated she work to see if she can secure a training commitment from Green SnowPro for some time
2 later this fall.
3 d. In response to a query from Karen, Dan indicated that site selection and design development as part of the
4 P3P Public Private Partnership 3-acre project with Watershed Consulting Associates is still on hold until the
5 final 3-acre permit is issued.
6

7 **7. Items for Tuesday, October 1st meeting**

8 -Storm drain stenciling kit; collaboration with Blue®; introduction, new Williston SW Coordinator
9

10 **7. Adjournment** The meeting adjourned at 1:15 p.m.
11
12

Respectfully submitted, Dan Albrecht

