

CHITTENDEN COUNTY REGIONAL PLANNING COMMISSION  
MS4 SUBCOMMITTEE  
 OF CLEAN WATER ADVISORY COMMITTEE – **APPROVED** MINUTES

DATE: **Tuesday, June 6, 2023**  
 SCHEDULED TIME: 12:15 p.m. to 1:30 p.m.  
 PLACE: In-person @ CCRPC office and online via Zoom  
 DOCUMENTS: Minutes, documents discussed, and presentations accessible at:  
<http://www.ccrpcvt.org/meetings/clean-water-advisory-committee/>

<b>Committee Members in Attendance (all attending online unless otherwise noted)</b>		
Burlington:	Burlington Airport: Catie Calabrese (EIV), Madison Reagan (intern)	Williston: Christine Dougherty
Colchester: Brett McCreary	Milton: Lisa Schaeffler (arr. 12:22)	Winooski: Ryan Lambert
Essex: Annie Costandi, co-chair	Shelburne:	VAOT: Jennifer Callahan
Essex Jct.: Chelsea Mandigo, co-chair	South Burlington: Dave Wheeler, Marisa Rorabaugh	Univ. of VT: Lani Ravin
DEC: Sam Hughes		
<b>Other Attendees:</b> Dave Barron, Pluck; Casey Spencer and Adelaide Dumm, WNRCD; Alex Dobbs (CWAC member-Charlotte), Keith Fritschie, DEC Basin 8 Planner, Karen Bates, DEC Basins 5 & 7 Planner		
<b>CCRPC Staff:</b> Dan Albrecht (in-person), Sai Sarepalli		

**1. Changes to the Agenda and Public Comments on Items not on agenda:**

The meeting was called to order at 12:16 p.m. by Mandigo. The agenda as drafted was agreed to unanimously. No public comments were made.

**2. Review and approval of minutes (May 2, 2023)**

Albrecht recapped the draft minutes. He will the header for Item # to reference the Draft MS4 permit. *Costandi made a motion, seconded by Wheeler, to approve the minutes of May 2, 2023, with the correction as noted by Albrecht. The motion passed with no opposition.*

**3. MCM#1 Update by Pluck a) spring advertising, b) Proposed New Creative**

Barron walked through the spring advertising results and proposed new creative. (See PowerPoint at Subcommittee page link above). Total clicks via Google ads and Facebook and Instagram went up compared to the same timeframe as last year and for less money allocated. In terms of new creative, the general focus will be on the individual doing the action as the January survey results showed 79% of respondents felt their personal actions affect the water quality in Lake Champlain. Themes that will be avoided include being too communal or too inspirational. He displayed first drafts of deliverables, storyboards and scripts and animated characters. Later in the year he will drill down into which ads were the most popular.

Wheeler noted that the survey showed only 10% of people had heard of Rethink Runoff and asked are our strategies working? Are we optimizing clicks or optimizing people getting the message out to the most people. Barron noted in year one (editor’s note: 2017) focused a lot on the brand but now most of our ads focus on encouraging people to take action (and going to our site to learn how). Albrecht noted we measure success by website visits and it has increased every year since we do more digital ads. Barron noted that our ads, to some extent, do both brand recognition and encouraging behavior change. Barron noted digital allows us to target ads and it also enables better tracking of how the ad is working. For example, a single short ad between 5 and 6 a.m. on WCAC costs \$90-\$170 vs. the same spent on digital equates to 1,000 targeted views on YouTube. Mandigo expressed her appreciation for Wheeler bringing the topic up. The quandary we have is that yes, we want to do more but we have to show EPA and DEC data that tracks success.

Concerning the proposed new creative, in response to Dobb’s question in the chat, Barron noted that we don’t do “earned media” i.e., public relations, pitching stories to media. In terms of new creative, the general focus will be on the individual doing the action as the January survey results showed 79% of respondents felt their

1 personal actions affect the water quality in Lake Champlain. Themes that will be avoided include being too  
2 communal or too inspirational. He displayed first drafts of deliverables, storyboards and scripts and animated  
3 characters, i.e., people taking actions. Members discussed which actions (dog poop, rain barrel, rain gardens,  
4 salt use, stream sampling,) should be promoted. Dumm expressed appreciation for diversity of characters in  
5 terms of age and race. She suggested advocating less mowing or letting grass grow very tall. Albrecht noted  
6 that Karen Bates had approached him about the MS4 supporting the “Raise the Blade” campaign. Barron  
7 indicated and members concurred that he would meet with Albrecht, Costandi and Mandigo to refine the  
8 programming and dollar allocation to try and reflect the input he just heard.  
9

#### 10 **4. MCM#2 Update by WNRCD**

11 Casey Spencer introduced herself. Dumm indicated she will be going on maternity leave shortly. Spencer as  
12 well as their ag specialist, Kat Lewis, will be handling the water quality sampling and are up to speed on  
13 upcoming deliverables before she takes leave. Dumm walked through the May RRSST Status Update (posted at  
14 subcommittee weblink above). She will get back to Albrecht to clarify the numbers in 2022 vs. 2023 on Adopt  
15 a Drain performance. The Update includes details on Administrative Tasks, Outreach Tasks and Event /  
16 Project Driven Tasks. A brief discussion occurred over replacement of rain garden signs as all but one of them  
17 are gone as well as which rain gardens should continue to be the purview of the Stream Team. Dumm then  
18 walked through the rest of the workplan. In terms of upcoming events, a project will be carried out in  
19 Winooski while outreach events will be held in Burlington, Colchester, Milton, Essex and Essex Junction.  
20 There will be a summer newsletter in August and of course ongoing water quality sampling in the summer.  
21 Mandigo thanked Dumm for the clear outline of her tasks and for the work she put into making sure all the  
22 tasks will be covered.  
23

#### 24 **5. Consider authorization by CCRPC of Task Orders to Pluck and WNRCD for FY24 services** 25 **consistent with approved FY24 budget**

26 Albrecht recapped the FY24 Budget which the Subcommittee previously approved. He asked for authorization  
27 to issue FY24 Task Orders of \$19,500 and \$26,900 to Pluck and WNRCD, respectively. This will be Year 3  
28 for Pluck and a new Year One for WNRCD of their respective master agreements with CCRPC. Dues will be  
29 \$7,000 each for FY23. After a brief discussion, *a motion was made by Costandi with a second by Sherrard to*  
30 *issue the Task Orders as described. The motion carried unanimously with Wheeler abstaining.*  
31

#### 32 **6. Staff, member, and guest updates**

33 No updates were given.  
34

#### 35 **7. Consider whether to meet in July**

36 Discussion occurred over whether to meet to discuss the draft MS4 permit. Comments are due to DEC by July  
37 18. There is a remote, public meeting on July 11<sup>th</sup> from 10-12. Members felt that we can query each other in a  
38 few weeks to see if people want to meet. Dougherty expressed her concerns that this is not really a good time  
39 for members of the public to weigh in during off-work hours. Residents are affected by the permit. Hughes  
40 indicated he would pass on that concern to DEC.  
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#### 42 **8. Adjournment**

43 The meeting was adjourned at approximately 1:18 p.m.  
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46

*Respectfully submitted, Dan Albrecht*