



## MEETING MINUTES

**DATE:** Wednesday, September 4, 2019, 7:00 to 8:30 pm

**SUBJECT:** Chelmsford Stormwater Master Plan Advisory Committee (SWMPAC) – Community Engagement Meeting

**LOCATION:** Chelmsford, MA, Town Offices – Room 205

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**ATTENDEES:** See Attached List of Community Representatives to the SWMPAC

**In Addition:**

Christina Papadopoulos, PE, Town Engineer, Town of Chelmsford  
Steve Jahnle, Assistant Director, DPW, Town of Chelmsford  
Courtney Thompson, Stormwater Engineer, Town of Chelmsford  
Steve Roy, LEED® AP, Technical Leader, Weston & Sampson  
Jaurice Schwartz, PE, Project Manager, Weston & Sampson

**ITEMS OF DISCUSSION**

1. Courtney Thompson, Stormwater Engineer, opened the meeting and distributed the previous meeting minutes. Action was deferred to accept the meeting minutes until the next meeting.
2. Jaurice Schwartz from Weston & Sampson gave a PowerPoint presentation to the SWMPAC (attached to 8/27 email) that focused on public outreach and public engagement. She described that a Public Engagement Plan will be developed to support the Stormwater Management Plan and also the MS4 public education and outreach requirements.
3. As part of the presentation, Christina Papadopoulos reviewed education and outreach conducted under the MS4 program including stormwater public education activities held at schools, mailings developed, and bill stuffers distributed. Potential future stormwater public education initiatives were also discussed. These items are outlined below:

- a. Christina normally goes to the Middle School each year to discuss stormwater and water quality. She uses an EnviroScape Model with 8<sup>th</sup> graders to demonstrate sources of stormwater pollution, and has them draw a poster about what they learned afterward.
- b. It was suggested that outreach to the High School should be considered following a discussion on social media options. The Town could contact the guidance department for volunteer opportunities. Support from HS students could be obtained to fulfill their community service requirement. Involving interested students from Environmental Clubs or the National Honor Society was also mentioned. Nashoba has a digital media major. Christina will investigate opportunities to involve HS and Nashoba Tech students as potential volunteers that could help set-up and generate content for social media accounts. Courtney will investigate the Town's Twitter, Facebook and Instagram accounts as possible options to educate the public on stormwater management and the Stormwater Master Plan. The North Andover Twitter Account was suggested as an example for reference. Using these social media tools to target different audiences was suggested, as well as, trying to seek a volunteer that might be interested in being the social media campaign coordinator for the Town. A discussion of contests to promote stormwater management via Instagram was suggested.
- c. Involving friends of local park organizations, such as the Friends of Varney Park, in stormwater initiatives was also discussed.
- d. Christina has also held stormwater presentations at the library targeted at residential property owners. The Town is planning to send out information soon regarding leaf litter collection events. Materials are also available at the Library and Senior Center. A new stormwater information sheet will also be sent with the sewer bill.
- e. There is a list serve for DPW, where residents get a news flash if they are signed up. There also may be an opportunity to use the school e-mail distribution list to disseminate information to residents.
- f. Regarding stormwater public education targeted at developers, Christina mentioned that the Town requires developers to sign a statement regarding implementing and maintaining erosion controls on-site. This statement must be signed when a permit is taken out, and also when a drain layer's license is issued. The Town is also working to extend this requirement to the Building Dept. Silt sacks must be installed at catch basins even during residential additions. The Town can levy fines through existing bylaws for non-compliance. However, the Town would like to streamline this process.
- g. The "Fowl Water" Video updated as part of the Think Blue Massachusetts campaign was sent to the local cable access channel for airing. It was suggested to try to air this message before Select Board and Planning Board Meetings since many people tune in for those meetings.
- h. This year a message will go out again concerning dog waste and water quality impacts to meet the MS4 Permit requirements. There are 4,000 dog licenses issued in town. A committee member suggested sending materials to the Chelmsford Dog Association so they can include it in their outreach. A suggestion was also made to develop a kiosk with plastic bags for dog waste collection or to add metal signs regarding dog waste pick-up

along trails. Placing educational flyers in the dog park info kiosk was also suggested. The Town has a \$75 fine for not cleaning up after pets.

- i. The suggestion was made to provide stormwater education materials at the Annual Town Meeting for attendees.
  - j. Stenciling of catch basins was discussed. The DPW has paint and stencils. A Committee member suggested using the Scouts (Boys and Girls) as volunteers to stencil drains and could connect the DPW to scouts in Chelmsford for arranging projects. Christina has asked the Northern Middlesex Stormwater Collaborative to look into purchasing a large number of medallions for communities to place on catch basins.
  - k. The Town makes rain barrels available to residents for purchase. These are made from recycled olive barrels.
  - l. Some upcoming events and opportunities were discussed that the Town could utilize to educate the public about stormwater. These include:
    - i. Annual Farm Fair - Chelmsford Historical Society – September 21st
    - ii. Craft Fair – Art on the Brook – October 5<sup>th</sup> and 6<sup>th</sup>
    - iii. Trunk or Treat – October 25<sup>th</sup>
    - iv. Old North Town Hall – Halloween Parade
    - v. Speaking to the Chelmsford Dog Association at their next meeting in October. Will Wagner should be contacted regarding the CDA Meeting and any distribution of any pet waste management information.
    - vi. Being a guest on the local TV show “Chasing the facts with Sam Chase” in October.
4. SWMPAC members were reminded to complete and return the questionnaire on public engagement prior to the next meeting.
  5. The next SWPAC Meeting is scheduled for October 8th, 2019, and emphasis will be placed on presenting findings from the stormwater public engagement questionnaire that was distributed and on findings from the field work conducted to date.
  6. Meeting Adjourned at 8:30 pm