

# MARION WATER QUALITY ADVISORY COMMITTEE MEETING

## MINUTES OF THE MEETING

September 13, 2017

Marion County Public Works in the Willamette Room  
5155 Silverton Rd. NE, Salem, Oregon

- PRESENT:** Mark Grenz, Bryan Porter, Brent Stevenson, Rick Massey, Andy Schmitt, Richard Walker
- ABSENT:** Zach Diehl, Doug Krahmer
- STAFF:** Matt Knudsen, Keare Blaylock, Brian May, Kaileigh Westermann
- PUBLIC:** None.
- CALL TO ORDER:** 5:00 p.m.
- ACTION ITEMS:** **MOTION:** Andy made a motion to approve the minutes of the March 14, 2017, meeting. Bryan seconded the motion. A voice vote was unanimous.

Matt and Keare introduced the new Environmental Specialist, Kaileigh Westermann, who will be specializing in outreach and education, carrying out duties regarding the weed district, and focusing on in-house Best Management Practices.

Keare began the presentation with an update regarding the expanded DEQ boundary map for the Stormwater management area. They are currently working on implementing some aspects of the permit in those revised Stormwater Management areas. Zip codes that have been incorporated into the revised boundaries of the SWMA are now receiving public education and outreach efforts through the various media platforms that are currently in place. Keare was initially heading these efforts, but this area has since been adopted by Kaileigh. The option of an interactive GIS map was also discussed.

Kaileigh gave an overview of her goals regarding education and outreach, focusing on previous processes and processes going forward. She is looking at what had been successful, what areas could use improvement, and ultimately gauging whether or not these things will result with the intended behavioral changes. A main focus of targeted outreach is Spanish and English media. They are working with two different companies and there are three main avenues that are currently being utilized. For Spanish speakers, La Ampeona is an AM radio station which airs 25 advertisements per month regarding car washing, clean streams, and protecting our drains. The second avenue is Facebook which hits a target audience with ages ranging from 30 to 45 through video and still image advertisements about car washing, lawn care, and pet waste. The third

outlet consists of 300 to 325 video advertisements per month airing on Telemundo about car washing, lawn care, and pet waste. Digital billboards have been discontinued due to the lack of regional target specificity. Email blasts have also been discontinued due to issues with the company that was doing the design.

For the English media outreach, the outlets being utilized are Facebook, Google, YouTube, Pandora, and Regal Cinemas. The Facebook page has doubled in “likes” since December 2016. Over 100,000 views of pet waste, car washing, and lawn care videos have been seen on YouTube. Google has received over 5,000 unique page views and Pandora and Regal Cinemas will start airing this month.

In updates relating to partner agencies, Mid-Willamette Outreach Group is holding the 7<sup>th</sup> Annual Erosion Control & Stormwater Management Summit meeting in January. Chemeketa Community College is holding a Green Infrastructure Management Training is on October 17<sup>th</sup> whose target audience is landscape maintenance workers.

Kaileigh expressed that her goals in this position are to develop a yearly education and outreach strategy plan that ties media efforts, educational and other event outreach together with quarterly focuses that are seasonally dependent. She would also like to assess what the needs are in Marion County and the educational level regarding how we treat the streams, drainage systems and apply what we know. She would like to conduct a survey with the county to identify behaviors in the community and to be able to track the progress has been made. She would also like to update the website and make sure that the information that is shared on the website is linked together giving people the access and resources that they need to make those changes. She requested feedback and ideas from the committee members.

Andy made a point that no one has been representing the agricultural industry for a while and that he would like to see all stakeholders represented. Matt explained that the intention of the position be that the individual representative have some sort of tie within those stakeholder groups. Andy said that he would like to see more outreach towards the agricultural producers. Oregon Association of Nurseries could reach out to the potentially interested members. He requested that an informational email be sent to him so that he could then forward on to OAN get the word out.

Keare explained that the Public Works Facility is now part of the permitted area. A site evaluation has been conducted and the final report will be submitted next week. The purpose was to identify the stormwater pollution potential and for strategy recommendations for mitigation purposes to make sure that the facility is was compliant. The site was evaluated with a permit perspective with special attention given to violations most commonly cited in audit reports (shared by other MS4s). The key results of the evaluation were that the site map needed to be updated and that operations and maintenance will be the focus of the improvements. Walt Wick has started flushing and mapping out the flows and is gaining information about the issues to be corrected. Information is available within the various divisions, but still needs to be compiled and to be made accessible and meaningful to the decision makers.

Keare walked through some of the specific recommendations for facility improvements. She explained the Illicit Discharge “poke it with a stick” method for distinguishing the difference between Iron bacteria and petroleum on surface water and talked about the MS4 Phase II General Permit Implementation schedule.

Matt talked about some of the projects that have been paid for by the stormwater fees. The first project is a portion of 46<sup>th</sup> Avenue that continually floods. PVC sewer line laterals were installed by a contractor who disconnected them for a short period of time, took the pipe out and inserted conflict manholes custom made for each of the three locations. The flooding issues would shut down the streets and flood into yards. At the bottom, there is a trough in the bottom which should relieve some of the flooding.

A project on 45<sup>th</sup> Avenue is in the process of being completed before the rainy season. The site initially would get bogged down by storm events. The grade was brought up in the ditch, rip-rap checked dams were put in, and rip-rap was installed on the banks. Hydroseeding was planted with a wetland mix along the banks at a total of 500 feet. The difficult part of this project was that the larger equipment was not able to fit so it is very labor intensive.

Operations crews are finding that some of the infrastructure is missing throughout the area which they have to replace. Connecticut Avenue SE had a blockage that was causing flooding. The blockage was removed and the issue was corrected. Contact storm filters filled with a pellet compound have been replaced throughout the area. Productivity is fully being tracked. About 30 custom made manholes in the area had to be repaired or replaced and about 34 catch basins have been cleaned out this year. The hours of involvement regarding asset management will be going up. About 80 percent of the ESSD assets have been collected and inventoried. Operations will be going in and collecting information in the remaining area. Once that is complete, they will be able to move forward with Capital Projects to do a full analysis of the critical infrastructure this winter.

Matt will try to set up field trip for the next meeting to some of these projects on Auburn Road where the filters are, 45<sup>th</sup> Avenue to the job site, and Brown Road to see the green infrastructure. He would also like to bring the Capital Project list to the next meeting and eventually post those online.

**CLOSING REMARKS:** Andy enjoyed the before and after pictures of the projects as it is helpful to see what the money is being used for. The evidence can also be helpful to use on Facebook to show the public how the dollars are being spent.

**MEETING**

**ADJOURNED:** 6:04 p.m.

**NEXT MEETING:** Next meeting scheduled Wednesday, December 13, 2017 unless otherwise informed.