

HLLT - Education and Outreach Committee Meeting Minutes

June 24, 2020

2:30 – 4:30 p.m. via Zoom

Attendees: Heather Hunt, Ali Clift, Tom Verlee, Rosie Hartzler, Gretchen Anderson, Amanda Pratt, Dennis Brown, Keith Williams, and Nancy Lightbody

- Public Comment Period was opened and closed with no comments.
- Summary of February 25, 2020 discussion was approved.
- E&O Plan Development: Summary and next steps
 - Reviewed and provided changes to Target Audiences and Goals (not focused on numeric value) for Phase 1 Behavior Changes.
 - Shoreline Buffer
 - Target Audience: Shoreland Zone Property Owners & Managers
 - Goal: To get certain % of shoreland zone residents to increase their shoreline buffers each year.
 - Yard Erosion
 - Target Audience: Shoreland Zone Property Owners & Managers
 - Goal: Minimize Stormwater Runoff, Eliminate Pollutants, Capture & Infiltrate
 - Private Roads
 - Target Audience: Private Road Property Owners
 - Goal: ~~In year 1~~ **Annually**, have committee inventory certain % of road association dynamics in watershed. In year 2, have certain % of road associations create a personalized road maintenance plan. In year 3, have certain % of road associations implement maintenance plan.
 - Brainstormed delivery methods for Phase 1 Behavior Changes. CCSWCD advised that multiple methods of delivery (i.e. hardcopy, digital, person-to-person) are optimal for encouraging behavior change.
 - Shoreline Buffer
 - Hardcopy: Good Buffer Characteristics Checklist (grading metric), Mythbuster fact sheet (i.e. ticks), news articles
 - Digital: Before and After Photos on social media, websites, etc.
 - Person-to-Person: Living shoreline/great buffer property example (open house/showcase), ask local garden centers to offer education materials (i.e. plants for buffers, erosion, etc.)
 - Yard Erosion
 - Hardcopy: Cost Comparison Factsheet, BMP 'Picklist'

- Person-to-Person: 'LakeScaping' workshops, Presentation on BMPs to prevent erosion, Rainy Day Yard Surveys, Partner with Portland Water District, ask local hardware stores to offer educational materials on BMPs, Pick a road and offer incentives (i.e. Rain Barrels, Drip irrigation, etc.)
- Digital: Create Youtube videos for rainy day evaluation, BMP installation
- Private Roads
 - Hardcopy: Cost Benefit Analysis Factsheet
 - Digital: Cost Benefit Analysis Factsheet, Film 'How to Start a Road Association', 'Tough Questions for Road Associations', 'Ask a Lawyer' series.
 - Person-to-Person: Reach out to roads without associations to start conversation, Road association roundtables, Workshop/Training (i.e. maintenance plans, ask a lawyer, tough questions)
- Next meeting will be determined via doodle poll.