

# Spokane River Regional Toxics Task Force (SRRTTF) - Communications Work Group Proposal

The Spokane River Regional Toxics Task Force (Task Force) is charged with developing a comprehensive plan to bring the Spokane River into compliance with applicable water quality standards for PCBs. To achieve this goal, the Task Force finds it necessary to participate in education and engagement that advances public understanding of Spokane River toxics issues. Specific communications-related tasks in the Task Force Memorandum of Agreement include:

- Make publically available, data, reports, minutes, and other information gathered or developed by the Task Force,
- With the assistance of a community Technical Advisor, provide technical education information to the public,
- Provide a forum for the review and discussion of Spokane River toxics issues.
- Participate in public education and engagement to advance the understanding of Spokane River toxics issues.
- Public education needs and approach, including pollution prevention and public and environmental health determinations, to be included in the 2012 – 2016 Task Force work plan.

In addition to these tasks, the Task Force has recognized the need for a broader communications strategy. In response to this, the SRRTTF Technical Track Work Group (TTWG) proposes that the SRRTTF form a Communications Work Group. The suggested goals of this group will be to provide expertise on communications strategies and to assist the SRRTTF to:

- Respond to funding and communications opportunities in a timely manner;
- Communicate measurable progress to different stakeholder groups;
- Develop appropriate outreach materials for different audiences; and
- Educate and engage the public about the science and complexities of PCBs toxics so they become active partners in toxics reduction.

More specifically the TTWG recommends the following:

1. The Task force form an official Communications Work Group (CWG) and selects members to be part of the group with interest and/or expertise.
2. The CWG once formed will create a schedule with regularly scheduled meetings times and locations.
3. The CWG develop a mission statement to ensure a unified sense of purpose for the communications of the SRRTTF.
4. The CWG develop a communications strategy that includes goals and objectives to guide the communications activities of the group.
5. The CWG identify the target audience(s), strategic key messages, timeframes, and communication resources that are available to the task force.
6. Assign and monitor tasks to be completed by the CWG members, including but not limited to updating existing materials for distribution at the November 2014 Spokane River Forum.