

SRRTTF Education and Outreach Team Meeting

DRAFT summary

RiverKeeper 35 W. Main Street Spokane WA
Wednesday April 1, 2015

Meeting Attendees: Chris Page (phone), Jerry White, Kara Whitman

Vision/Goal of Task Force education and outreach: Literate Public that is an active partner in Toxics prevention in the Spokane River.

What is a Literate public in relation to what the Task Force is doing? A literate public:

- understands what PCBs are;
- understands what the sources of PCBs are including legacy sources and inadvertent sources;
- understands the pathways for PCB contamination
- Understands how their personal behavior may contribute to PCB sources to the Spokane River and what they can do to reduce or eliminate PCB sources to the Spokane River (stormwater, waste stream etc)
- understands the risks associated with PCBs in the environment and in the food chain (fish advisories);
- knows that the Task Force exists and what the Task Force is doing with its direct to implementation approach to toxics;
- understands that there are cutting edge technologies available to mitigate PCB presence (i.e. fungi and mushrooms, castor oil and black walnut shells, Xenon filtration etc);
- understands that history of cleanup of toxics in the Spokane River and understands that while there is still a long way to go there have been significant strides made to clean up point and non-point sources of PCBs and other toxics. (trends in cleanup over time)
- is an active partner in prevention of toxics substances such as PCBs from entering the Spokane River through stormwater runoff, waste streams and other pathways.

The group needs to coordinate the education and outreach pieces between all the involved parties in a cohesive and coherent education and outreach strategy. There is a need to compile existing education and outreach from all Task Force members.

Education and Outreach, Cleanup activities, and Innovative Technologies: Spokane County and City of Spokane (Provided by Marlene Feist and Toni Taylor prior to the meeting)

City of Spokane:

- New page added to the City's web site in the last two weeks on PCBs and wastewater/stormwater: <https://my.spokanecity.org/publicworks/wastewater/pcbs/>. This page also links to the Task Force website (srrttf.org) and includes links to the new PCB product testing and the City's current adaptive management plan.

- The City has starting planning for a short video piece on PCBs for City Cable 5 that will also shared via the web and social media.
- Proceeding with projects included in the City's Integrated Clean Water Plan that will continue to reduce PCBs going to the River.
 - Broke ground on a 900,000 gallon tank on NW Blvd last month to capture combined sewer overflow from CSO Basin 6 in the Shadle area. They also have 2 other tanks that are nearing completion, and a third that is midway through construction on Sprague Ave.
- Testing two membrane technologies as part of the City's efforts to add an additional level of treatment at the wastewater treatment facility. Here's a recent blog post on that effort: <https://my.spokanecity.org/news/stories/2015/03/24/testing-technology-at-the-treatment-plant/>
- Evaluating how to replace products that the City uses that tested high for PCB concentrations.

Spokane County:

- The County has created a PCB informational poster which has been well received by members of the Task Force that have seen it. (Where is this posted?)
- Included a PCB informational insert in sewer bills to ~45,000 customers.
- Sent letters to our pretreatment customers requesting a 30-minute meeting with each to review concerns of PCBs in the Spokane River and offer ideas for how they might proactively evaluate their facilities and processes. (what has the response been to these letters?)
- Planning to have two 20-minute presentations titled "What is the Spokane River Regional Toxics Task Force?" at our Saturday May 16 Open House at the Water Resource Center.
 - Adriane Borgias has agreed to do the presentation. The presentation will be mentioned at an April Task Force meeting. This short presentation will provide a test run for local community outreach about the Task Force. The presentation will be simple -- how did SRRRTF come to be, what is its purpose, what has it been doing? (With the recent ruling impacting the future of PCB loads in the Spokane River, how will the future path and purpose of the Task Force be impacted?)

WorkPlan:

1. Media strategy
2. Messages
3. Set of tools

Who do we want to communicate with?

Target audience:

1. General Public (river recreationists, river partnerships (businesses), businesses that are not necessarily river friendly but impact the river (Envirostars program), general public (fair, earth day, sporting events etc)
2. Decision makers (agency, elected etc)

Different tools are needed for different audiences. Some tools that should be considered:

- Tabling at events with outreach materials.
- Social media strategy/campaign: Facebook Page. Twitter, Routine mailers (coordinate with individual public utilities) -
- Presentation that is crafted for the public and one for the legislative folks (TSCA, EAP etc). Pre-Recorded presentation for the Task Force webpage? Update existing presentation
- Blog/twitter. Tie in East Coast perspectives (we are not the first to deal with this stuff, BMPs that are used elsewhere could apply to the Spokane River).
- Newspapers (1 or 2 times a year op-ed, guest editorials focusing on the joint/key messages).
- Channeling resources to communications piece. Shift focus of outreach on action and source reduction. # removed. Annual progress report-tie in to State of the River event/River Forum.
- Ecology 2011 PCB survey (snapshot of the river) can we pair the levels taken in 2014. Provide as accurate a picture of the state of the river.
- Spokane River Forum: Half a day Task Force focus or a standing session.

Priority Actions:

1. Collect historical data and a list of efforts by all task force members
 - a. State of the River: Where were we and where are we now. Need accurate comparable data.
 - b. Documenting what is already being done by all involved groups, document existing education and outreach.
2. Defining who has responsibility for coordinating all of the outreach pieces.
3. Update Task Force Posters.
4. Highlight the “top three actions” Task Force members organizations have completed. For example: The City of Spokane top 2014 actions were:
 - a. Construction is in progress or completed for three CSO control facilities. These facilities prevent combined sewer and stormwater from flowing into the Spokane River untreated during storm events. Facilities under construction in 2014 are located on Ray Street, at Underhill Park, and on East Sprague.
 - b. Constructed a decant facility to manage PCB-laden solids and liquids collected from routine catch basin cleaning. Liquids drain to an evaporation pond, which is disconnected from the Spokane River and Aquifer. Solids are disposed of at a landfill.
 - c. Sampled about 45 different municipal and household products for the presence of PCBs. The analysis will aid the City and other jurisdictions in identifying and reducing sources of PCBs to stormwater and wastewater.
5. Facebook page/Blog/Twitter (need to run this by the full Task Force). What would be posted, how would it be “vetted”, perhaps posts are restricted to innovative technologies and BMPs and only approved Task Force materials.
6. Utilize video interviews completed by Pullman High School Students in small “5 min” information videos. Identify individual who can work on this.

7. Identify the gaps in education and outreach based on what education and outreach is already occurring and develop tools and strategy to fill these gaps.

ACTION ITEM: Kara Whitman to follow up with Adriane Borgias and Task Force members to put together a snapshot of where the Spokane River was and where it is now in relation to toxics.

ACTION ITEM: Kara Whitman to compile list of education and outreach already being done or in the works by all Task Force members.

ACTION ITEM: Kara Whitman to schedule a monthly meeting of the Education and Outreach team.

ACTION ITEM: Kara Whitman to send Jerry White the Task Force “Key Messages” document from 2014.
(COMPLETE)