Spokane River Regional Toxics Task Force
Communications Team
11/5/2014

Three Communications Team members - Eric Williams of Gallatin PA, Toni Taylor of Spokane County, and Marlene Feist of the City of Spokane – met on Wednesday, Nov. 5.

Feedback from Jerry White, Spokane Riverkeeper 12/2/14

We developed the following strategy for updating the communications materials for the SRRTTF:

- We believe many elements in these documents are as relevant today as they were when they were developed.
    - Task Force Membership
    - Goals/Charge of the Task Force
    - Facts about the River and PCBs and other toxics
        - Include impacts of toxics on the aquatic ecology of the river. Lots of good data out there that discusses the disruption of reproduction in aquatic animals as well as other issues. Public needs to be connected to and understand impacts of PCB's, etc.
    - Messages to citizens on the steps they can take personally to help
        - Add a message that discusses how the public might protect themselves from PCBs. Fish advisories, other means of transmission into humans and the effects on human health

- We do believe there needs to be a critical shift in tone and additional data about the work of the task force and progress to date.
    - We want the messages to transition from planning to action
        - Definition of Measurable Progress and the process of that definition (Inputs, Outputs, Outcomes) laid out for the public to understand.
    - Future directions: the attempt of SRRTTF to understand the unknown sources of toxics (PCBs, dioxins, etc.). The ubiquitous nature of PCBs in our community, ground water and PCBs, future fish testing data, etc.
    - We will request the top 3 actions taken by each of the Task Force members to address PCBs and Toxics and include this in the communications materials (email sent to Chris Page on 11/7/2014)
    - We will report on the global task force actions, like the completion of PCB testing on certain products.
    - We will report out on the initial results of PCB product testing. Products tested include de-icer, road paint, motor oil, vehicle wash soap, hydroseed, and more. The idea was to identify products that come in contact with stormwater and potentially get washed into

the Spokane River. Initial results for some products arrived in mid-November and more are expected soon.
    - We will report on the addition of Idaho dischargers to the group that ensures a more comprehensive solution to this problem
    - We want to demonstrate how these "direct-to-implementation" strategies are delivering results at a more affordable price. Value for the dollar.
        - Brief discussion of the value that a clean, toxin free river brings to a community… the SRRTTF is attempting to deliver the "value(s) added" to our community by a clean Spokane River.

Additionally, we would like to propose the following recommendations to the Task Force Members:

- Dropping the word "Toxics" from the group's name (don't drop, just define). Citizens don't necessarily understand that "toxics" means PCBs, dioxins, and furans. Additionally, we think it's a negative, not a positive (present facts, let the public decide)
- Pursing an annual "State of the River" event as proposed by the Lands Council's Mike Peterson
    - Compile the "actions" by the task force members into a report that can be shared through all the members' web sites and other communication tools
    - Include the known impacts of these toxics to aquatic ecosystems. Fish and wildlife are affected and SRRTTF should publicly address those impacts to some degree.
    - Hold a press event, perhaps around Earth Day, with highlights from that report
    - Ask members to take the information and share it with their City Councils, governing boards, etc.
    - Additionally, we should discuss the human health implications, uptake prevention strategies, and ways that citizens can help (PCB-free consumer goods, etc).
- Assisting with the development of a 90-second "elevator" speech that all the members can use as they talk to legislators and other decision makers
    - Develop an elevator speech for the public