

SRRTTF Education and Outreach Work Group

DRAFT Conference Call Summary Notes

July 8, 2015 | Conference Call

Attendees:

Todd Norton –Washington State University

Mike Petersen –Lands Council

Sandy Phillips –Spokane Regional Health District

Lynn Schmidt –City of Spokane

Toni Taylor –Spokane County

Kara Whitman –Ruckelshaus Center

After a round of introductions Todd Norton gave a brief overview of the work his team has been working on. Many years of projects: current projects: innovation in policy development/policy silo-ing, 11 city metro area survey similar to Spokane River Forum. The cities were chosen because of hydrology and contaminant load, and demographics that are similar to Spokane.

Lynn Schmidt: Explained the grant of statewide significance (GROSS). Stormwater permittees can apply for it, applicable regionally/statewide. There is a need for a “regional branding” to bring all of the smaller groups together. (Puget Sound Starts Here Campaign).

- Many messages within that. Originally looking at PCB education, but working now more broadly on Stormwater and toxics.
- Formulate as a stormwater campaign and pull in PCBs as a piece of that.
- Shift focus to stormwater in general. Include Ecology’s Urban Waters focus pollutants. Metals, PBDEs, PCBs etc.

Goal: overarching campaign, then the branding can be applied to any message/open source.

Todd: Good work to be done on messaging. Things to consider:

- Audience analysis? Before message development. Build in some experimentation of message receipt.
- Audience Analysis? Some from survey? Survey will help, (200 people) very good indication. Go further down the audience analysis road.
- Message Testing: Todd does not do this, however he could connect the group with the appropriate folks.
- There are numbers that show where we would get the biggest value from the dollar. Which audience will have the largest impact? Within this, 2 tools (Spokane waste directory, other).

- Call Survey: 200 people (50 cents per return survey). 9 dollars per return service.

Todd: do you have any sort of indication that demonstrates that stormwater vs. water supply is better. Flags ecological concerns rather than health concerns. How would people connect to health and drinking water. Finishing other survey in a few weeks. A couple of questions to parse that out.

Todd: Availability will be limited over the next month. Fair bit of capacity. Useful for the group to decide what to accomplish and the scope. What level of specificity/general. What areas that they could use help in, collaborate. Audience Analysis –Todd, message testing-others.

Todd Norton- 2 ideas:

- 1) Create an overall brand of stormwater issues broadly with multiple issues brought in (Spokane River and Aquifer Health).

Or/ or next step

- 2) Specific issues, more targeted audience with targeted toxics.

ACTION ITEM: Marlene Feist and Lynn Schmidt to finish up the application. (COMPLETE)

ACTION ITEM: The group to finalize draft next week for posting for decision at the Next Task Force meeting. (COMPLETE)