**Spokane River Regional Toxics Task Force**

**Education and Outreach Work Group Meeting**

April 5, 2017 | 1:30 pm – 3:30 pm

Department of Ecology | N. 4601 Monroe St. | Spokane, WA 99205

Meeting Documents: <http://srrttf.org/?p=7799>

**Meeting Attendees:**

Joani Havens –Spokane Regional Health District

Mike LaScuola –Spokane Regional Health District

Amanda Parrish –Lands Council

Toni Taylor –Spokane County

Jerry White --Riverkeeper

Kara Whitman –Ruckelshaus Center

Eric Williams –Gallatin

Kristen Zimmer –City of Spokane

**Mike LaScuola -Spokane Regional Health District (SRHD) update**: Kim Papich (SRHD PIO) walked them through an exercise that helped to craft the message for outreach. This process included a block of questions/matrix – that leads toward different communication outlets. The Health District is putting up a site that has an interactive house. By the time the exercise was completed, they had a better strategy to educating the public, while making the public feel good about their participation.

The SRHD outreach website will link to the Waste Directory. The River Forum spring campaign begins soon, they may have a draft by the end of the month – it will be a “soft release”. Once they have gone through a test run, then may do a press release/announcement about the site.

**ACTION ITEM:** Mike LaScuola to ask Kim Papich to facilitate the Education and Outreach work group through this process to assist in developing the website for the Education and Outreach actions in the Comprehensive Plan. Mike to let the group know when she is available. The meeting will be held at the Spokane Regional Health District – potentially at the beginning of May. The intention of the meeting would be building out a website and handout materials that can be handed out to a variety of stakeholders.

PCBs in Products: The question is how to attract people to the topic and galvanize public participation in addressing the issue. Bundling PCBs into a complete package of pollutants to water.

* Is the issue focusing on the chemistry of PCBs or we need a healthy river and PCBs is one aspect of that?
* Delivery mechanisms for pollution.
* Everybody wants clean water

**Task Force outreach website.**

The group discussed where a Task Force (PCB) website could and should be hosted. Could be hosted by City or County with a unique URL, (but would look like its own complete webpage). Criteria: durability, ease of access, vetting process, credibility (no perception of bias). In the end, each Task Force member would leverage their own social media – link to the website.

**Possible Hosts:**

* City (possibility)
* Health District (possibility)
* County (possibility)
* Non-Profits (i.e. River Forum) - The group agreed this would not be the best option.
* SRRTTF website, option, but not preferred as it is the main storehouse for all documentation of the Task Force.
* Stand Alone, not the best option
* other private dischargers, would not be seen as unbiased.

**ACTION ITEM:** Work Group members to brainstorm URL names for the next meeting. Each to bring 5 options to discuss.

***Brainstormed ideas:*** Focus on Water/River as an entry point for public outreach.

Freshcleanwater

Myrivermy aquifer

Itsyourriver

Ourwater

Inlandnorthwestcleanwater

Northwestcleanwater

Pcbfreefreeriver

Happyriverhappyfish

Smaller tools to simultaneously create? Use independently

* Toxics Public guide – brochure? Primer on PCBS? What is the message – similar to what would be in the Task Force. Actions/vs support
* What are some of the other things that go into this: economic impact? Water rates, property values.
* Stick to what is concrete, (can anticipate higher bills) benefits for one, may be a detractor to others.

Product Testing completed by the State: what can this group do to get this information out in an effective way? Holly Davies. Who is the audience? The group agreed that this discussion should be added to a future work group meeting, but this information would be linked to the Outreach website when completed.

Work Group Products over the next year?

1. Website
2. Brochure/handout

**Stormwater and Waste disposal guide for Business**: Jerry White explained that he is working with the River Forum and the Spokane Regional Health District on a flip book that provides guidance on storm drains, prevention, spill kit, resource directory for agencies. They believe that PCBs should be included into the flip book. Jerry will take the lead on this, and then send a draft to the group for edits/additions.

**ACTION ITEM:** Each work group member to brainstorm 5 URL names, research website hosting in house, and research website builder capabilities for the next Work Group meeting.

**ACTION ITEM:** Jerry White to update the Task Force about the work of the education and outreach work group at the next Full Task Force meeting.

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The next Education and Outreach Work Group meeting is scheduled for May 3rd at 1:30 at Ecology, (however this may change based on Kim Papich’s schedule).