

Spokane River Regional Toxics Task Force

Education and Outreach: Phase 1 – outreach website

The Education and Outreach Work group proposes that the Task Force create a standalone website for education and outreach purposes only. This will be separate from the existing Task Force website.

Website Name URL Options: (.com .net or .org)

- myspokaneriver
- pcbfreeINW
- cleanwaterINW

Campaign Purpose: What are we trying to do?

Reduce and/or eliminate PCBs in the Spokane River through behavioral modification and education.

Campaign Focus: Questions - What is the desired action or outcome? What do people already know?

What don't they know, is what they know accurate? is what they know reflected in their actions?

Where do they get their information on the issue?

- General -public awareness (residents and businesses)
- Sole source online for information – clearinghouse
- Awareness and how they are involved
- Real action that can be taken now (depends on the target audience – businesses versus residents)
- Holistic approach to reducing PCBs in the Spokane River.
- Measurable Progress

Target Audience: Questions – Who are they? Who are the influencers? What do we want audience to know?

- Residents: subcategories to be added (i.e. different age groups)
- Businesses/Industry

Desired Behaviors: PCB awareness, personal responsibility: disposal/purchasing/advocacy

Barriers: cautious wording, concrete actions not always clear. Sense of urgency. – all of the other things that compete for their attention. Seen as extremism – public perception of the quantities

- **Benefits:** Control Actions, clean water, clean fish, healthier environment that addresses long term chronic exposure. Prevention to keep toxic values from reaching a risk level (do accumulate and create risk) prevention to reduce costs, reduce health impacts.
- **Ideas for Actions:** Template letter for public to send to representatives or companies, or others. i.e. “We suggest this template for contacting legislators...”

Narrative that is the URL Abstract – simple text, tables, graphs. Infographic looks.

Cost:

- Spokane County can host the URL, multi-year URL, however it will be accessible by the Task Force E&O work group for upkeep, and the design will be approved by the Task Force.

The Task Force Education & Outreach Work Group is looking for input on the following:

- .com, .net or .org (E&O recommends .org)?
- URL with pcb in the name or not? (Advantages – it's focused and searches better (?); Disadvantages: Not flexible regarding the potential addition of new toxics to be monitored in the future, not as friendly or welcoming)
- OK to have County host the website? (NOTE: It will reflect the independent URL, not a County URL. Reason for this choice is placing it somewhere with long-term stability/likelihood of perpetuity)
- OK to initially design with two main categories – individuals and businesses?

COSTS

Cost to set up on County server (1-time): approx. \$250

Domain pricing:

- godaddy.com – Domain cost is typically \$25-\$30 for two (2) years
- Website Builders:
- Assume \$4-\$5/month initially, then \$8-\$10/month after initial purchase term...so figure up to \$120/year. Savings increase the longer you commit to the initial purchase term.

TOTAL Annual cost assuming above:

- SRRTTF would likely incur no more than \$150 annually for domain (website address/URL) and website builder subscription (i.e., WordPress, Weebly, Wix, Go Daddy)