

SRRTTF Education & Outreach Workgroup Meeting Notes

November 8, 2017

1:30 - 3:00 pm

Attendees

Vikki Barthels, Spokane Regional Health District

Kristen Zimmer, City of Spokane

Toni Taylor, Spokane County

Karin Baldwin, Ecology's Water Quality Program

Meeting Objectives

- Discuss the new website's status, gather feedback, and talk timelines.
- Discuss how to use funding identified for education and outreach in the contract.
- Relay final decisions on posters for the Spokane River Forum conference.

Notes

SpokaneRiverPCBFree.org website:

We thought the main user would be businesses, individuals, and educators. Each of these users will have a tab eventually, but the group decided to working on the main content which is:

- About PCBs
- About the SRRTTF
- Product Info
- Product Disposal

On the [About SRRTTF](#) page, we decided to have the following content:

- having a link to a generic email box
- using the SRRTTF member list from the SRRTTF web page with links to the member pages. (We need to get the links from the SRRTTF members)
- What is being done

For the [About PCBs](#) page, we felt that the information on the home page is more suitable for this page.

On the [Home](#) page, we decided:

- To try and find an image that is a cross section of a river so you see the sky, water line, fish, and stream bed.
- Explain why PCBs are an issue after the first sentence. Something like: "PCBs are man-made chemicals that are linked to cancer and have other toxic effects on bodily systems."
- Put the focus on the fish by using the fish advisory language under Poster 4.
- The figures should match the tabs on the top (About PCBs, About SRRTTF, Product Info, Product Disposal)

We divided the work up as follows:

- About PCBs page – Toni
- Product Disposal – Vikki

- Product Info – Karin

We talked about having a back-up web page editor for Kristen. *(Toni, did you volunteer for this or is this TBD???)*

The group felt that we could demonstrate the web page to the SRRTTF at their January meeting.

The deadline for getting information to Kristen is December 6th, but there will be no meeting that day. We decided the next meeting would be January 10th.

How to use funding in contract:

The group brainstormed the following ideas:

- Google Ads to promote presence of new website. We could also advertise on Got Waste Wednesdays (Solid Waste Directory) and the Spokane River Forum page.
- The \$10,000 budget is not enough to hire a publicity firm. *(The total budget for Ed & Outreach is \$25,000. We have \$10,000 to spend by June 30, 2018 and \$15,000 by June 30, 2019.)*
- We could piggy back with other efforts such as the Spokane Regional Health District / Waste Directory spring clean-up campaign.
- We could produce handouts and flyers.
- We could hire a designer to create a 'brand' that would give all the SRRTTF materials the same feel and look. This could be used to create a tool kit. However, it would be a lot of work to explain all the information.

Vikki volunteered to be the project manager to make sure the money in the contract gets spent.

Next Steps

1. Contact SRRTTF members to obtain links to their web pages that they would want the public to go to find out about their stance on PCBS, their PCB efforts, etc. *(This was supposed to be done at the SRRTTF meeting on the 29th but I dropped the ball... Will ask TTWG on 12/6)*
2. Hold a demonstration of the web page at the January SRRTTF meeting.
3. Next Education & Outreach meeting to be held January 10th.
4. Work to develop a scope of work for the funding in the contract for approval by the SRRTTF.