

September 28, 2018
Education & Outreach meeting
Water Resource Center

Attendees:

Vikki Barthels, Chelsea Updegrove, Bruce Williams, Lee First, Ben and Lara Floyd

Vikki discussed three scopes of work:

- 1) LID Outreach
- 2) Website development/support
- 3) Media Outreach – Spokane River Forum

The River Forum does a weekly Got Waste Wednesday notice on Facebook, regarding proper waste disposal. The River Forum will be having a meeting on October 17th from 2:30pm-4pm as a follow-up to the social media training. They would like to do a presentation to the Task Force at the February meeting.

Education & Outreach ideas for distributing information on PCBs to the community

- Prepare flyers, education/lesson plans and other communications for targeted demographics/audiences - households, businesses and schools
- Insert info piece in utility billings
- Stickers on trash bins
- Better labels on bins (Spokane recycles but Spokane Valley doesn't)
- "Don't drip and drive" campaign in large parking lot areas like grocery stores or big events (volunteers provide large mylar strips to put under cars for 10 minutes then determine if any leaks, leave a report card on the car and a coupon for a discount to get it fixed at a local business)
- Radio spots, tv commercials and billboards like the River Forum has done in the spring but talk to them about doing twice per year instead of only once; KYRS radio could do announcements on Tuesdays at noon during their earth matters now time
- Establish speakers bureau and offer briefings to service clubs and other community organizations
- Workshops targeting specific groups

Vikki mentioned Spokane County has an AmeriCorps person that can possibly help with graphics

Lee shared about her efforts to get information out to cities and other organizations about doing the LID presentation. She contacted multiple places and she was able to give presentations five. Due to the limited time frame she had a hard time getting more to commit. Ben suggested we cost out extending the time frame to present to more organizations and consider taking to Task Force. Lee will give her report to the full task force at the next meeting in October.

Ben, Lara and Chelsea work together on developing a draft outreach strategy to share with the work group at November meeting, incorporating and fleshing out ideas described above.

Chelsea talked about hydroseed and it may be an opportunity to talk to Landscapers to see what type of hydroseed they use and are there safer alternatives that they could be using instead? Bruce and Vikki will see if we could visit some landscaping companies during our LSC visits and maybe get a baseline of the materials they are using.

Vikki showed the group the newest consumer booklet put out by the Spokane Aquifer Joint Board- Got Waste? Put it in the Right Place! The booklet incorporates waste facts, safer alternatives and tips, and water saving tips. We talked about putting in a budget request to get more of these made up, to be able to give people something when talking to them.

Vikki discussed that 3 work group leads have submitted their 2-3 sentences about what they are currently working on, we will work to get these put onto the SRRTTF PCB page as well.

Action Items:

- Group members look over the PCB – one-page handout (SRRTTF) and pick out 3-5 things you feel are important and should be on a condensed 1 page or insert page. Next month we will talk about the handout and try and start brainstorming ideas of what we feel should be on the condensed handout.
 - Also, thinking about different groups we can target; school age and parents, households, specific businesses.
 - Demographics and the key messages
- We discussed having a revolving meeting date and time, so people can plan better for the E&O workgroup meetings. We discussed having the meetings the 2nd Tuesday of the month at 10am. The next 3 meetings will be in person meetings, there will be a conference call in number for those who cannot attend the meetings.
- Vikki will provide Toni Taylor, Lee's handout that was distributed during her LID presentations, to get up on the SRRTTF PCB webpage.
- Vikki will talk to Toni Taylor about seeing if we can have an events page also on the SRRTTF PCB webpage.
 - Lee talked about some toxic talks that are coming up (at the Magic Lantern):
 - October 2nd – 12:00pm- 1:30pm- Dr. Craig Cooper- CDA lake toxics talk
 - November 6th – 12:00pm-1:30pm- Dave McBride will be talking about fish consumption rates
 - December 4th – 12:00pm-1:30pm- Toxic's Coalition- PFOS- The Devil we Know.