

February 12, 2019
Education & Outreach meeting
Meeting via skype and conference call

Attendees:

Vikki Barthels, Bruce Williams, Mike LaScuola – Spokane Regional Health District

Chelsea Updegrove – Land Council

Ben and Lara Floyd – White Bluffs Consulting

Joel Breems – Avista

BiJay Adams- Liberty Lake Sewer and Water District

Tracy Stevens – City of Spokane

Dave Darling- American Coatings Association

Max Batali- Eastern Washington University Student (Max is a journalism student that needed to attend a meeting and spoke to Lara about joining our meeting. Unfortunately, he did not announce that he was on our call, he sent Vikki an email after the meeting thanking for being able to join the meeting. Vikki just wanted to let people know he was on the phone for the meeting)

SRRTTF PCB Webpage update:

- Toni Taylor was not available for the meeting but emailed that there have been no changes.

PCB Fact Sheet- Billing insert

- We went through the fact sheet the following recommendations were made:
 - Ben mentioned that this may the fact sheet may be a little wordy/busy, maybe we would like to put more visuals/pictures to make it less compact? He mentioned having a wanted poster with light ballasts, as a visual grab.
 - Chelsea mentioned that maybe the website address should be in yellow, to make it stand out more and not blend in with the blue background.
 - For the 3 bullet hexagons (What are PCBs, Why are they an issue, What Can I Do?), it was mentioned that that we would want to have the question answered not posed, do we want to give an actual definition of what PCBs are?
 - Also, Tracy mentioned the background of the Why are they an issue bullet blends in with the trees and is harder to see, do we want all 3 bullet hexagons to be the same background, or in bold font?
 - Joel mentioned maybe we should use fluorescent light ballasts instead of capacitors, as more people may be familiar with the lights than capacitors.
 - Maybe we want to combine They are in the Spokane River and They are in the Spokane River Fish into one paragraph?
 - It was mentioned to delete: Efforts in PCB clean-up are often professionally handled. Maybe instead have a statement about proper use and disposal instead.
 - Change the first sentence on what can I do to this: Long-term progress includes individual best practices which are critical to reducing PCBs.

- Tracy mentioned combining the Follow and Reduce sections, and having it say: Reduce the uses and follow all label instructions for safe use.
- Put the Reduce statement before follow. In the reduce sentence, delete: purchase and
- In the reduce statement, change toxic chemicals to hazardous substances
- Under Research removing the 2nd and 4th bullets: PCB database uniformity and management and Other PCB sampling and analysis
- Mike LaScuola mentioned if we use hazardous substances on the front page we should also switch harmful chemicals (in TSCA Reform) to hazardous substances.
- Dave mentioned that maybe we want to point to the PCB testing for consumers from Ecology instead of talking about the yellow and white road paints as they are more of a municipal product that the consumers may not be interested in. The PCB in consumer products would apply to the audience that will be getting the flyer.
- A copy of the fact sheet- insert was emailed to the group with all these changes on it, to make it easier to understand.
- BiJay will be the point person for the Utility billing flyer inserts
 - Toni Taylor mentioned in an email that Spokane County could put the inserts into the April billings
 - Need to look into the schedule for the other utilities to see if it would be possible to include the inserts into the April or May billings.
 - We nominated Toni Taylor if there were any formatting issues that may arise, to be able to format for the needs of the Utility Companies. Ben and Lara can help with this also.
 - BiJay mentioned that Liberty Lake billings go out the 1st week of the month and they would need a week or so notice to provide the insert into the billings. They have both paper and electronic billings and would need both versions of the insert.
 - Chelsea mentioned if the insert goes out in April or May, it could skew numbers to the waste directory from the Spring campaign, it may mess up the tracking. We can confirm with Andy and Tonilee, and see if this may have an impact on the spring campaign tracking.

Spokane River Forum Spring Campaign:

- Andy provided Vikki – Spring 2019 Toxics Reduction Media Campaign (6 page handout) that was emailed to the group members.
 - The group decided to recommend to the full task force the following option for the spring campaign:
 - Pandora- We would like to have a budget of \$3,640.00 (if this is possible, to add a few more impressions to be able to get at this price)
 - Facebook and Instagram with 115,000 impressions at \$2760.00
 - Radio ads - \$7700.00
 - Design - \$900
 - **Total:** \$15,000
 - The group had questions on what the messaging would be. Vikki said she would send the iHeart radio information that Tonilee sent of the 2018 spring campaign. Vikki will

touch base with Andy to discuss what the messaging will be. It was the understanding that they would use the same messaging as last year, but Vikki will confirm.

- **ACTION:** Vikki will work with Ben and Lara to provide a 1-page summary for the recommendation to for the task force meeting on 2/27/19. This will be completed by 2/20/19.

School Campaign:

- We need to figure out what goal and objectives we want for the School Campaign
- Chelsea will be the lead point person on this project, Tracy will be co-lead.
- Need to put together a focus group for what the teachers needs will be and for the different age groups.
- Outreach coordinator for the Land's Council, Cat Hall may be a person to add to the focus group, as well as talking to Kristin Zimmerman from the City of Spokane and Toni Taylor from the County.
- We may look at having the focus group meet towards the end of the school year, maybe in June.
- Can work with the Lands Council to develop the school campaign.
- **ACTION:** If you have any ideas for facilities or resources for places let Chelsea know.
 - BiJay mentioned that Liberty Lake Sewer and Water has a room available for use.
 - Lara can help with scheduling
- **GOAL:** to have a draft workplan for the April Education and Outreach meeting. Chelsea, Tracy, Ben and Lara will work on that.
 - We need to get an idea of budget, dates, and who would be invited.