

July 9, 2019
SRRTTF Education & Outreach Minutes
Spokane Regional Health District

Attendees:

In Person:

Vikki Barthels, Bruce Williams – Spokane Regional Health District

Chelsea Updegrove – Land Council

Karl Rains- Dept of Ecology

On phone:

Bilay Adams- Liberty Lake Sewer and Water District

Joel Breems – Avista

Ben and Lara Floyd – White Bluffs Consulting

Toni Taylor- Spokane County

Dave Darling- American Coatings Association

Ben Floyd- White Bluffs Consulting

Website Update:

Toni provided the google analytics for the spokaneriverpcbfree website:

The following reports were discussed, and data was provided:

- Audience Overview (10/1/18-4/2/19)
- Acquisition Overview (6/1/19-6/30/19)
- Pages (6/1/19-7/9/19)
- Audience Overview (5/1/19-5/31/19)
- Acquisition Overview (1/1/19-7/8/19)
- Audience Overview (1/1/19-7/8/19)
- Referral Traffic (1/1/19-7/8/19)

Toni is still learning the google analytics and how it all works and what all the different terms mean, she is also trying to figure out what is most important for the group to have. We are seeing an increase to the website. Is this increase due to the Facebook posts or Pandora ads? It would be interesting to overlay our analytics with the Spokane River Forum to see if the increase was due to the Spring Campaign. Toni will talk to Tonilee about this.

- The 3-4 reports that we thought we should look at were:
 - Audience
 - All Users
 - Referral Traffic
 - Analytics- we can look at the city hits to the billing inserts and see if there is a correlation to the cities and when they receive the billing inserts.
- The group felt that we could share the analytic reports on a quarterly basis, if there was no campaign going on.
- Toni will also work on a tutorial definitions page that will go out with each report so everyone is up to date and understand the language on the pages.

- The group wanted to see if during the Spring campaign, when ads went out, correlating the date the ad was posted and look at the date of the analytics for the website to see if there is an increase when the ads ran.
- Chelsea asked if we could talk to Andy and Toni lee and see if we can add our analytics to their analytics in their presentation to the full task force in August to show the comparisons. It would be interesting to see all the analytics between the waste directory, radio, social media, and our analytics.
- Toni will give Tonilee the log in information so she can pull our data to compare. Toni will email Tonilee.

Billing insert update:

- Bijay gave an update on the billing inserts.
 - Spokane County will be sending their bills out the first week of August. 47,300 get a hard copy of the bill and 15,000 get an e-bill.
 - CDA will be sending out a post card billing July 22 or 23rd to ~19,000 customers.
 - Liberty Lake will be sending theirs out August 9th. 3,813 get it online, and 2,917 will get a hard copy of the bill.
 - He is waiting to hear back from the City of Spokane and City of Post Falls with their timeframes and number of customers who will receive the bills.
- We discussed that we will ask task force members to post the verbiage for the e-billing to their social media accounts in August. Vikki will email this information to Ben and Lara.:
 - Have you heard about PCBs in the Spokane River but not found time to learn more about it?

Visit www.spokaneriverpcbfree.org for quick information.

- Have you heard about PCBs in the Spokane River but not found time to learn more about it?

For a quick read, find information summarized at

<http://spokaneriverpcbfree.org/education/printable-educational-materials/>.

...or this friendly link that directs it to the same place...

For a quick read, find information summarized on this [PCB Information Card](#).

- PCBs (polychlorinated biphenyls) are in the Spokane River.

Learn more about what they are and what you can do at www.spokaneriverpcbfree.org.

Education Focus Group update:

- Drain ranger's binder- there is no information specific on PCB's. We would need to add information on PCB's if we wanted to use this.
- Chelsea talked to Kara from the Franklin Conservation District about the drain rangers' program, they got an EPA grant from DOE to teach this in the schools.

- Chelsea will talk to Toni and Lara about what is needed and how we can move forward with this.
- Karl, Vikki, Bruce, and Spokane County (Toni) will look over the Drain Ranger's information and provide any feedback to Chelsea.
- Karl mentioned that he judged a High School science fair in Idaho and felt this would be a great opportunity to maybe provide 1-2 sentences about PCBs to the science fair coordinators and let the kids research about PCBs and present the information at science fairs.
 - Karl said he would talk with Rebecca Steven to see what science fairs are out there and what we would need to do to have PCBs as one of the potential topics.

Data Synthesis Workshop:

The following information was presenting at the last full task force meeting in June, from the data synthesis workshop: Ben went through these.

- New actions or adjustments to current actions that can further reduce the PCB load entering the Spokane River system?
 - Tell the story about the progress being made. Better measure PCBs removed as a result of different E&O programs. Conduct annual meeting. Provide template to regulated agencies that provides consistent information regarding mass of PCBs removed each year and summarize in a form that can be shared with the public as part of annual comprehensive plan progress reporting.
 - We need to do a better job of demonstrating the amount of PCBs that we are reducing.
 - Measurement, treatment- see if we can get this information from the dischargers. Is there an estimate that can be made? We could see if we can get information from Kaiser on their pump and treat volumes.
 - Putting this information into a summary form that could be updated each year and presented at an annual meeting. Karl mentioned combining numerous meetings into one – Yearly state of the river meeting. Also looking at partnering with the Spokane River Forum during their conference, and on the years that they do not have the River Forum conference, we could do our own.
 - Align TF activities with and support individual member MS4 requirements and use in outreach and to measure progress
 - Conduct outreach that helps to reduce inadvertent PCBs
 - Bolster and quantify household waste collection
 - Share technology (e.g., most effective stormwater treatment technologies)
 - Focus on hazard products reduction.
- Karl mentioned that the Education and Outreach group should think of placeholders on what we may need money for during the next 2-year cycle. We should consider putting everything we may want to do on a preliminary budget.
- Brainstorming session on items we could put onto the preliminary budget:

- Hiring someone to develop the educational information for the schools, tailoring the drain ranger's program to fit our needs. Toni was going to look into this.
- Annual State of the River Meeting
- Hiring Anne Francis to update the banner for the website, with suggestions from the last meeting:
 - Can we change the fish to alive and not dead?
 - Can we take off the radioactive symbol on the barrel?
 - Can we add any other sources of PCBs to the banner- i.e. fluorescent lights, transformers, hydraulic fluid?
- Spokane River Forum Spring campaign.
- We are looking at roughly \$50,000 being put into the preliminary budget.
- Vikki will email Ben and Lara the 4 items for the preliminary budget.
- Figuring out a way to get the message on PCBs out to the public- we will follow up on this discussion at future E&O meetings.