

Action/Description	Targeted Audience	Approach	Follow Up/Assignments	When	Status of project
<p>Prepare flyers, education/lesson plans and other communications for targeted demographics/audiences:</p> <ul style="list-style-type: none"> <li><i>Under Comp plan 5.8.2- Provide public education on PCB containing products</i></li> </ul>	<i>Households</i>	<ul style="list-style-type: none"> <li>- Info piece in utility billings</li> <li>- Products substitution</li> <li>- Define key message – top 3 topics to address</li> <li>- Volunteers educate households at targeted businesses (e.g., big box and other hardware stores)</li> <li>- Sticker labels on trash bins (flyer) (Spokane recycles but Spokane Valley doesn't)</li> </ul>	<ul style="list-style-type: none"> <li>- Partner with utilities and Avista for utility billing</li> <li>- Spokane Regional Health District (SRHD) –Continue with multifamily outreach efforts</li> <li>- Riverkeeper</li> <li>- Lands Council help with graphics</li> <li>- Solid waste companies and utilities</li> <li>- Verify top 3 topics</li> </ul>	<p>Prep work fall and winter – Lands Council</p> <ul style="list-style-type: none"> <li>- SRH outreach ongoing</li> </ul>	<p><b>COMPLETED- may wish to continue this project in the future.</b></p> <p>The PCB billing inserts were distributed.</p> <p><b>CDA-</b> sent out 19,000 post cards the last week of July 2019</p> <p><b>Liberty Lake Sewer and Water-</b> sent out 3,813 (896 online and 2,917 hard copies)- on August 9, 2019.</p> <p><b>Spokane County-</b> sent out 62,300 (47,300 hard copies and 15,000 e-bills on August 6-7, 2019.</p> <p><b>Hayden Idaho-</b> put the PCB insert into the Nickle's Worth August 30, 2019 issue.</p>
	<i>Businesses</i>	<ul style="list-style-type: none"> <li>- Target specific markets – landscapers, construction, automotive</li> <li>- Setting up workshops and sending mailers/follow ups</li> <li>- Focus on the key industries that could help the most in reducing PCBs...</li> </ul>	<ul style="list-style-type: none"> <li>- Spokane regional health district – Conducting Enviro-certification for existing landscaping businesses</li> <li>- Riverkeeper</li> <li>- Lands Council help with graphics</li> <li>- Find leaders/early adopters within each industry sector</li> </ul>	<ul style="list-style-type: none"> <li>- SRHD Nov/Dec 2018</li> </ul>	<p><b>ONGOING</b></p> <p>SRHD conducted LSC visits to landscapers on the EnviroCertified recertification list. Current contract with Ecology is an emphasis on FOG (fats, oils, and grease) and continuing to recertify EnviroCertified businesses.</p>

SRRTTF EDUCATION AND OUTREACH SUBCOMMITTEE 2019 – 2020 ACTION PLAN

<p><b>Prepare flyers, education/lesson plans and other communications for targeted demographics/audiences:</b></p> <p><i>Under Comp plan 5.8.2- Provide public education on PCB containing products</i></p>	<i>Schools</i>	<ul style="list-style-type: none"> <li>- Use Lands Council template/contacts to develop curriculum/lesson plan/supplement</li> <li>- Supporting handouts</li> <li>- Take home flyer</li> </ul>	<ul style="list-style-type: none"> <li>- Lands Council?</li> <li>- Chelsea – follow up with Kat on timing for next school year</li> </ul>	TBD	<p><b>Ongoing-</b> trying to figure out how we can move forward with this.</p>
<p><b>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</b></p> <ul style="list-style-type: none"> <li>• <i>Comp plan 5.8.2- Provide public education on PCB containing products</i></li> <li>• <i>Comp plan 5.9.2- Raise public awareness on how to identify and dispose of PCB containing items</i></li> </ul>	<p><i>Households/businesses</i></p> <p><i>Households/businesses</i></p>	<ul style="list-style-type: none"> <li>- Task Force PSA recorded</li> <li>- KYRS, NPB and other stations</li> <li>- Facebook infomercial video? What are PCBs and what they do and how can you help reduce them in the river?</li> <li>- Partnership with the Spokane River Forum on the Got Waste Wednesday posts River Forum</li> </ul>	<ul style="list-style-type: none"> <li>- Lands Council</li> <li>- River Forum</li> <li>- River Forum</li> </ul>	<p>PCB Media Campaign- April 22, 2019- June 2, 2019</p> <p>TBD</p>	<p><b>2019- Spring Campaign COMPLETED- will continue to work with SRF for future campaigns.</b></p> <p>Andy and Tonilee presented the PCB media report at the Aug 27, 2019 SRRTTF Task Force Meeting as required in contract.</p> <p>Talk with Tonilee and Andy to see about having a PCB topic during the Got Waste Wednesday posts.</p>

<b>Establish SRRTTF Speaker's Bureau and offer briefings to service clubs and other community organizations</b>	<i>Households/ businesses</i>	- Need coordinator to plan and schedule	- Task force members to help present	TBD	<b>Ongoing discussions</b>

Other Ideas for Future Consideration

- Additional social media campaigns- next steps
- “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)
- Message on billboards
- Tailored strategies to specific geographic areas - Knocking on doors/canvassing neighborhoods
- Topics that came out of the data synthesis workshop- May 30-31, 2019
  - Tell a 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 the annual comprehensive plan progress reporting.
  - Align TF activities with and support individual members MS4 requirements and using in outreach and to measure progress.
  - Conduct outreach that helps reduce inadvertent PCBs
  - Bolster and quantify household waste collection
  - Share technology (e.g., most effective stormwater treatment technologies)
  - Focus on hazard products reduction
- Karl- Believes the County is advancing a GIS component to the database, put as a placeholder on the E&O future actions to assist and/or supplement with the development and/or public awareness of the online visual aid.
- Other?

