

**SRRTTF Education & Outreach Minutes**  
**July 13, 2021**  
**Team's Meeting**

**Attendees:**

Vikki Barthels– Spokane Regional Health District  
Chelsea Updegrove, Mike Petersen- Lands Council  
Ben Floyd – White Bluffs Consulting  
Toni Taylor- Spokane County  
Karl Rains- Dept of Ecology  
Dave Darling- American Coatings Association  
Gary Jones – Printing United Alliance  
Andy Dunau- Spokane River Forum

Toni- PCB Free Website

- Toni mentioned that when in full screen version the header is cut off and asked if others had the same issue. Yes, others had the same issue when in full screen.
- Look through the PCB Free website and make sure no changes are needed. We need to periodically look at it to make sure that everything is current and up to date.
- About PCB's page
  - Has the PCB data portal- Toni mentioned that this site defaults to the water sampling map and chart. Would like to have this default to general information, we should look at the general information 1<sup>st</sup>. Toni will look into that and figure out how to make that change.
- Ben asked if we knew how many people have accessed the website and Toni will look into that.
- If someone has questions about the PCB website, they can email the outreach email address included and that goes to Toni's Spokane County email address.
- It was asked to add IPCB efforts to the webpage as well.
- Karl asked that if it was possible to add another icon to the main page with a direct link to the PCB portal dashboard to drive traffic.
  - If there is a way to add a statement to click on general information link from the map page.
  - In the opening graph is there a way to see the overall PCB trends in the river.
- Andy mentioned on the main page to see if we can add how to contain and dispose of waste.
  - Also adding the YouTube links from the Spring Media campaign . Andy will send Toni the links.
- It was mentioned that Spokane River Forum was Non-Profit Recycler of the Year

#### Chelsea- IPCB campaign update:

- Chelsea mentioned they want to have conversations with different organizations that have PCBs in their waterways. The goal of the campaign is to reduce PCBs getting into waterways.
- Website still has edits to make.
  - Tools section- TSCA workgroup has reviewed and made recommendations and the E&O workgroup can make recommendations as well.
- They are working through approximately 200 contacts- wanting to call and reach out to them to find out where they are with IPCBs.
- They are waiting for Land's Council to make changes to the contract for Joel Breems. He will be working with the Land's Council on the campaign.
- Karl mentioned that outreach efforts should go through E&O and technical information should go through the IPCB/TSCA workgroup.
- Gary asked if they have made the suggestions that had already been provided from the IPCB/TSCA- they are still working on those and once they have made them, it will go to E&O for review as well.
- Ben mentioned that they are amending the agreement with ACE to have all of the work done by February 2022.
- Will need final approval from the full task force before starting to make calls.

#### Chelsea- EJ Workgroup:

- They are trying to come up with a scope of work with individual missions applicable to the task force.
- They are looking to ask for potential partners for this workgroup, it is not limited to technical expertise.
- Project ideas to reduce PCBs
- Karl mentioned that this workgroup is off to a slow start. The struggle with EJ – Heal Act- there needs to be a clear definition of what agencies need to do. Where does an organization like the task force incorporate EJ into their work?

#### Andy- Spring Media Campaign:

- Andy mentioned that the campaign was quite successful. He will be giving the big PowerPoint presentation to the full task force in July.
- One recommendation that he mentioned was that they are not getting the growth from the directories and maybe we should look at a new campaign/topic each month. We can have a different theme/video/messages each month, to get more information out there.
  - We may be better served with a monthly campaign, so formulate a recommendation from the E&O workgroup then present that to the full task force.
  - Think about how we want our messaging
  - Do we want to change up the storylines?
  - Content questions- where do we go
  - What platforms should be used

Vikki mentioned that she will be stepping down as the lead for the E&O workgroup. She will still participate, just not as the lead. If anyone is interested in stepping up, let Vikki or Ben know. Karl

mentioned he would talk to his higher ups and see if this is something he can step into for the time being.