

Sediment Phthalates Work Group Meeting Notes September 27, 2006

ATTENDEES

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Jennifer Kauffman	King County	Jennifer.kauffman@metrokc.gov
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This meeting summary was prepared by Kate Snider and Erin Murray. It is based on a transcription of the flip charts used during the meeting to document the discussion. Action items are identified in ***bold script***.

PURPOSE OF THE MEETING

This was the third meeting of the Phthalate Work Group. It took place at the Department of Natural Resources and Parks in downtown Seattle. The purpose of the meeting was to develop concise and better working definitions of the Work Group, while reviewing and commenting on the Work Plan Scope and Schedule, Letter of Agreement, Ground Rules, and Draft Communications strategy.

AGENDA

- Presentation and discussion of Communications strategy
- Closure on Letter Agreement and Ground Rules, and other revised documents.
- Agenda and prep for October 9, 2006 Policy meeting.
- Resource Allocation for the Work Plan and level of effort expected for each entity.

COMMUNICATION PLAN DISCUSSION

Jennifer Kauffman of King County presented a Draft Communications and Outreach Strategy Plan and Outline. The draft communications strategy was developed for Work Group consideration by a subcommittee of public information specialists representing the Work Group entities including:

- Jennifer Kauffman, King County Wastewater Treatment Division
- Rob McNair-Huff, City of Tacoma Community Relations
- Curt Hart, Ecology Spills Program and Puget Sound Initiative Public Information
- Pat Serie, Envirolssues, representing City of Seattle Public Utilities

COMMUNICATION STRATEGY DISCUSSION

The draft communication strategy was presented and discussed. Key points made in the discussion are listed below.

- The Work Group name should be changed to clearly define the project. The name chosen will be **Sediment Phthalates Work Group**.
- Good external two-way communications is a key goal of the project. The primary problem that has brought the Work Group together is that there is not currently a shared “universal understanding” of issues and concerns related to phthalates in sediments.
- One of the goals of the project is to get all of the Work Group members on the same page, and use that as a starting point for getting the media, environmental and community stakeholders at a similar level of shared understanding of the status of issues.
- The “shared messages” developed by the Work Group should be communicated out frequently. Stakeholder input on Work Group recommendations will be very important.
- Community and stakeholders need to be reminded frequently that the Work Group is not making decisions, and there will be formal public involvement in implementing recommendations if they require regulatory change.
- It is crucial to communicate clear messages regarding the goals and products of the Work Group in a clear and defined way:
 - * The Work Group is not a decision making entity.
 - * The Work Group is not “cutting deals” behind closed doors.
 - * The Work Group is not making site-specific decisions.
 - * The Work Group is trying to procure and summarize existing information to reach a shared understanding of the issue and come to reasonable recommendations.
- The Work Group members will produce messages in the course of their work together. Floyd|Snider will document the Work Group meetings including the shared messages developed in the Work Group process.

- Work Group members will describe the project, communicate messages and receive input as part of their “business as usual” in the community and in the existing forums that they are already engaged in relative to source control, water quality and sediment cleanup.
- The most important outreach to stakeholders can be done using the existing forums that many of the Work Group members and stakeholders are already involved in. As much as possible, this work should be an additional agenda item in those existing meetings.
- It makes sense to use these existing forums as a platform that will enable the Work Group to get their ideas/concerns out to the regulated community and public, and to receive input.
- The TAG (technical advisory group) forums (Citizens for a Healthy Bay, Duwamish River Cleanup Coalition) are particularly good groups to connect with. Does the scope of their EPA grants include participation and involvement in this process?
- Local health departments could be good to include as “go-to” references for broader issues regarding phthalates other than in sediments.
- Reporters and media should be added to the stakeholder list.
- Make sure this is not blown into too large and burdensome a process.

The public information specialists working on the communications strategy recommend that a communications consultant be engaged to assist with managing the communications process, developing materials and providing documentation.

- A communication “lead” is recommended to support the Work Group. The communications lead would:
 - * Attend Work Group meetings
 - * Manage the communications outreach process (make sure planned steps were implemented, track)
 - * Document communications steps taken
 - * Produce communications pieces using Work Group meeting summaries and products.
- The outreach process should be documented:
 - * Steps taken for outreach should be documented
 - * Information going out to the community should be well written and accumulated
 - * Input received should be documented – at least as to the topics that input is provided on
 - * The Work Group products will include a bibliography of sources used to compile information.

Floyd/Snider to develop targeted scope for communications plan and estimate for communications consultant.

Propose amendment to Floyd/Snider contract to include community plan implementation (through subconsultant). If scope and budget for this role is approved, Floyd/Snider would propose some alternative consultants for consideration.

Jennifer Kauffman to revise the Proposed Communications Strategy materials based on input from the group. This was done and the revised materials are attached to this meeting summary.

FINAL DISCUSSION ON LETTER OF AGREEMENT

The Letter of Agreement was approved for finalization.

Floyd/Snider to finalize and distribute by October 2. Work Group members and policy leads should review prior to October 9. Signature on October 9 would be great.

FINAL DISCUSSION ON SCOPE OF WORK AND RESPONSIBILITIES

The draft Scope of Work and schedule was reviewed again. The following was decided:

- Implementation of the Communication Plan will be added to the scope
- Ecology (Kathryn) will lead the development of a regulatory summary, with participation from EPA and Ecology staff.
- The scope needs to acknowledge that King County, City of Tacoma and City of Seattle are providing services to assist in filling data gaps. The Work Group recommendations may include other work to fill data gaps, which may be accomplished by these entities, likely overlapping with the Work Group process.
- The schedule was adjusted to change the sequence of the study area work.
- Two meetings will be held in November to discuss the "Occurance" study area. No meetings will be held in December given the holidays.

Floyd/Snider will update the scope and schedule to include these items.

Erin Murray to coordinate with Work Group members on their vacation time between now and the end of July. She will distribute the calendar to the group at the next meeting.

Following the October 9 meeting, additional Work Group meetings will be scheduled.

REVIEW OF PHTHALATE WORK GROUP RESOURCE ALLOCATION SPREADSHEET

Floyd/Snider produced a draft budget resource allocation spreadsheet as a starting point for discussion. The following adjustments were decided in discussion:

- Hours associated with the Work Group meeting process were initially estimated to just include meeting time. These hours will be doubled to include work between meetings.
- Ecology and EPA hours will be adjusted for the regulatory summary.

- King County hours will be increased to cover participation by two work group members.
- The hours assumed for the research and presentations for the study areas were judged to be light for both the lead and participating entities.

Bruce Tiffany will coordinate with King County, City of Seattle and City of Tacoma members to better define the scope and level of effort required for each study area.

Floyd/Snider will update the resource spreadsheet to reflect these changes.

OCTOBER 9 POLICY MEETING IN TACOMA

The October 9th Meeting will be held at the Thea Foss Waterway Old Fire Station in Tacoma from 10-12am.

AGENDA

1. Scope Description
2. Work Plan
3. Communication Plan
4. Funding and Staff Resources
5. Letter of Agreement

Kate will be prepared to present an overview of the materials, and lead the meeting.