

**Washington Department of Ecology**  
**Legacy Pesticides Small Group Virtual Meeting Summary**  
**Public Outreach and Education**

Wednesday, May 20, 2020 | 3:30 p.m. – 5:00 p.m.

**Action Items:**

- Small Group members to select a representative for the group. Joy asked members to send any additional nominees via email.
- Joy Juelson and Lisa Parks will follow up with any interested individuals with a separate call, due to technical issues, to ensure comments, questions and research ideas are recorded in the meeting summary. Please provide written comments or considerations to Katrina Radach.

**Welcome**

Facilitator Joy Juelson, Triangle Associates, welcomed the group (see list of attendees) and requested introductions. Joy Juelson reviewed the agenda and meeting objects regarding the small group's purpose.

---

**Small Group Functions & Support**

**Logistics & Timeline:** Joy Juelson then reviewed the following small group's logistics and timeline. Please note that this is a tentative timeline and may change again.

- May: Small Group Meetings
- June: Small Group Meetings
- July: Full Legacy Pesticides Working Group Meeting (in-person if possible)
- August: Full Legacy Pesticides Working Group Meeting
- September/October: Final Full Legacy Pesticides Working Group Meeting.

**Small Group Representative:** In an effort to communicate efficiently between the small groups and the full Legacy Pesticides Working Group (LPWG), Joy Juelson and the Ecology Staff requested the small group to delegate or identify a representative for the group. This representative would be leading the communications for the group to Ecology staff and the consultant team and would share out any ideas the small group supports when the full LPWG convenes.

**Small Group Support:** To technically support the LPWG and the small groups, Ecology has worked with Chelan County to contract with [Maul Foster Alongi](#) (MFA). Valerie Bound, Washington Department of Ecology, introduced Lisa Park with MFA who will be the lead MFA team member for the small groups. Lisa Parks lived in Douglas/Chelan County for over 30 years and has extensive experience with planning and working closely with community members. Prior to joining MFA, she was the executive director of Port of Douglas County. She is excited to be leading the MFA team on this project. In addition to Lisa, the following MFA consultants are available to support the LPWG as needed:

- Phil Wiescher: Environmental scientist who has experience with remedy feasibility and containment source control. He will be supporting the MFA team and LPWG to identify potential technical solutions.
- Kate Elliot: Is an expert specialist regarding communication and outreach. She will be supporting the MFA team and LPWG regarding the messaging and outreach solutions.

- Jim Maul: Is one of the founders of MFA and has over 25 years of technical consulting services. In particular, he enjoys working with communities around complex challenges and identifying solutions to benefit the community and the environment.

**Action Item:** Small Group members to select a representative for the group. Joy asked members to send any additional nominees via email.

---

## Discussion of Subject Matter Questions, Solutions, and Research Needs

Joy Juelson introduced the following Local Level Planning and Permitting Small Group's topic questions:

- What are the important community partnerships that need to be identified and added to the outreach effort?
- How can we build upon existing efforts and tailor them to our region?
- What are the key messages and talking points?
- Who are our key audiences?
- What are the best outreach methods for our region?
- How do we work with developers, realtors, bankers, planners, elected officials to share the information?
- How do we communicate across cultural and language barriers?
- How will we measure impact of our outreach and know what needs to be modified or improved?
- How to we manage public perception and communicate manageable risk clearly?

Following the introduction of the topic questions, Joy Juelson requested the small group engage in a round robin discussion to provide feedback on the questions and identify any research needs, questions, or comments for MFA . The following feedback was captured:

1. *Group Member:* commented the most important aspect about the communication and messaging is to ensure it is consistent and communicated regularly. Additionally, they commented on the following:
  - Ensure the messaging and information is communicated to all local community members, includes those who are new to the community
  - Develop communication to a wide variety of audiences such as the public, current homeowners, potential landowners or developers, and current orchard landowners
  - Recognize that there will need to be different forms of communication and messaging depending on the targeted audiences
  - Ensure the messaging is clear and is transparent
  - Provide community members the resources Ecology has already developed
  - Limit the idea that this information is new or secretive
  - Potentially develop a well-publicized story to ensure the messaging is clear and spread through multiple media platforms
  - Develop a centralized resource to direct audiences to for more information
2. *Group Member:* commented and brainstormed the following topics:
  - Potentially develop a rapid response center or team to respond to any negative public responses or to address misinformation
  - Noted the importance on how the messaging is framed
  - Concerned messaging being potentially scary to communities

- Commented a need to increase testing capacity and generally to increase testing of soil sites
  - Commented a need to ensure there is accurate data to support modeling
  - Communication should be informative and not intimidating
3. *Group Member:* voiced concern about what the messaging is from this group. They noted the messaging should be reflective of the risks. Additionally, they noted concern about overstating the message and producing a large media effort if there is not data to support the actual risks to communicate to the community.

Following the round robin discussion, Joy Juelson open the discussions for a general dialog within the group.

1. *Group Member:* commented that it appears this group is focused on messaging regarding already developed or developing orchard lands, but voiced concern about informing the current orchard owners and the potential impacts they may face.
2. *Group Members:* noted there may be concern regarding the potential impacts of advocacy groups. They noted it is possible for advocacy groups to demand further investigation. However, they also noted the farmworkers are exposed differently as orchard farms do not have their soil consistently tilled.

Following the round robin and open discussions, Lisa Parks provided a proposed timeline of MFA's support for the LPWG. The timeline includes the full LPWG and small group meetings and provides details on MFA's approach. Please see page 4 to see the timeline and more information. Joy Juelson reviewed next steps and the action items from the meeting. The meeting was adjourned at 5:00.

**Action Item:** Joy Juelson and Lisa Parks will follow up with any interested individuals with a separate call, due to technical issues, to ensure comments, questions and research ideas are recorded in the meeting summary. Please provide written comments or considerations to Katrina Radach.

---

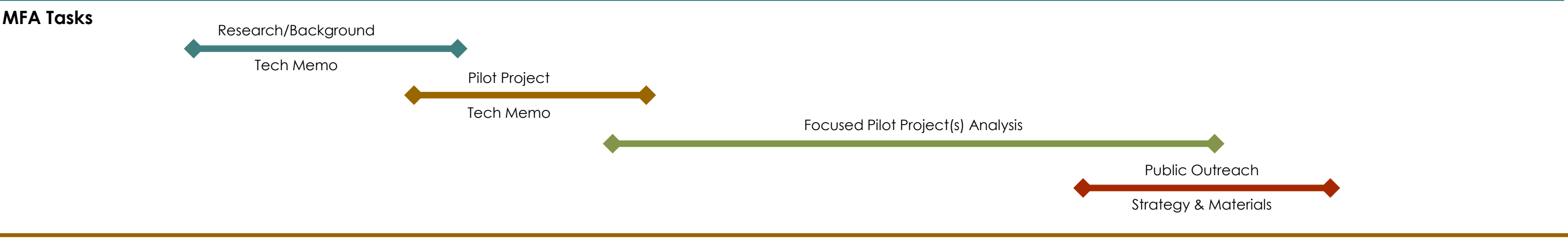
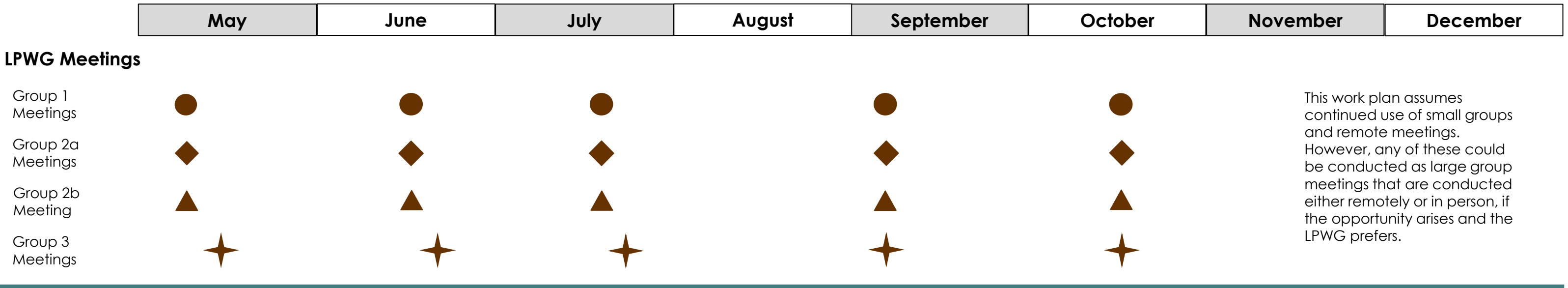
**Small Group Attendance (in alphabetical order by last name)**

- Jon DeVaney, WA State Tree Fruit Association
- Doug England, Commissioner for Chelan County
- Keith Goehner, Representative for the 12<sup>th</sup> Legislative District

**Ecology Staff/Consultants/Facilitation Team:**

- Valerie Bound, Ecology
- Kate Elliot, MFA
- Joy Juelson, Triangle Associates
- Jim Maul, MFA
- Lisa Parks, MFA
- Katrina Radach, Triangle Associates
- Jill Scheffer, Ecology

# Legacy Pesticide Working Group WORK PLAN DIAGRAM



## Task Descriptions

**Research/Background Tech Memo:** Research and review prior studies as well as current practices in Washington State and across the US addressing lead and arsenic soil contamination, cleanup options and regulatory processes, particularly as it relates to development permit review processes. This technical memorandum will be a high-level review of the issues and solutions, as well as identifying cost impacts, where that information is available. It is intended to provide the LPWG members information about how other communities are handling this/similar situations.

**Pilot Project Tech Memo:** Based on input from the LPWG, conduct research into options for utilizing a clean soil bank, as well as researching other ideas that are raised during the small group meetings. This technical memorandum will be targeted at identifying basic facility components, operations methodologies, and the advantages and disadvantages of different types of soil banks and other solutions. The intent of this memo is to provide an initial, conceptual overview of these solutions, and will include recommendations for a more detailed analysis of one or more strategies that are reflective of input from the LPWG and Ecology.

**Focused Pilot Project(s) Analysis:** Based on the Pilot Project Tech Memo and the LPWG and Ecology, conduct a detailed “deep dive” analysis of select strategies, including clear documentation of specific considerations and evaluative criteria that can be replicated in different areas of the State affected by legacy contamination. For example, if so directed, this analysis would explore site selection methodologies, storage and/or reuse options for contaminated soil, potential operating alternatives (public, private) and significant cost/benefit and business considerations for implementing a clean soil bank.

**Public Outreach Strategy & Materials:** Develop an education and outreach strategy to inform communities in Central Washington about the manageable risk of legacy contamination. The strategy will identify key audiences and tailor messages for stakeholder groups such as construction firms, developers, realtors, lenders, local government staff and homeowners. The strategy will likely include the use of more traditional outreach efforts such as open house meetings, presentations to local government and organizational groups, Ecology attendance at local events, as well as the use of web based/online options including blog posts, social media communications and other methods to effectively communicate with target audiences.