

Tittabawassee River, Saginaw River & Bay Site

DISCUSSION OF 2013 OUTREACH & 2014 OUTREACH PLANNING

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CAG Meeting
May 19, 2014

Goals for This Presentation

- Provide information to CAG on 2013 EPA outreach
 - Overview of outreach process
 - Summary
 - Floodplain outreach
 - General Outreach
- Provide information to CAG on planned 2014 EPA outreach for Tittabawassee River floodplain
 - Goals
 - Methods
 - Materials
 - Schedule



OVERVIEW OF 2013 EPA OUTREACH PROCESS

2013 Outreach Process

- The design of the outreach process implemented in 2013 included the development of the following elements:
 - Goals/Objectives
 - Methods
 - Participation format
 - Outreach group identification
 - Schedule
 - Best efforts
 - Outreach tools and materials

2013 Outreach Goals

- The goals of the 2013 outreach effort was to:
 - Understand community values about the current state of the floodplain & desires for future conditions and uses
 - Obtain feedback on the possible tradeoffs that come with the cleanup options
 - Identify what other information may be needed by the community

2013 Outreach Methods

- The following methods were identified to accomplish the 2013 outreach goals:
 - Participation format (listed in the Community Involvement Plan)
 - Informal Public Participation (small group meetings)
 - Stakeholder Group Interaction (discussion during stakeholder scheduled meeting)
 - Formal Public Comment (not used for 2013 floodplain outreach)
 - Outreach group identification
 - Identify and tier stakeholder groups
 - Tiers based on degree to which stakeholders effected by EPA cleanup decisions
 - Property owners identified by comparing property tax information with 8-year floodplain boundary maps.

2013 Outreach “Tier” Groups

- The “Tier” indicates the outreach commitment for EPA based on how critical the group’s input is.

Priority Group	Description
1 st Tier	The individuals and groups that will be most directly affected by EPA’s Tittabawassee floodplain cleanup decision
2 nd Tier	Groups that are important because of the nature of their impact on the community and concerns regarding EPA’s cleanup decisions
3 rd Tier	Groups that are important in the community but may not be directly affected by EPA’s Tittabawassee floodplain cleanup decision

NOTE: Input from other groups or individuals will be welcome at any time

2013 Identified Outreach Groups

1 st Tier	2 nd Tier	3 rd Tier
Tittabawassee River Floodplain Homeowners	Elected Officials/Local Government Bodies	Sportsman Organizations (except river fisherman)
Tittabawassee River Floodplain Farmers/ Agricultural Groups	Tribe	Civic Organizations
Tittabawassee River Floodplain Businesses	Tittabawassee-Saginaw Rivers Community Advisory Group	Non-governmental Organizations
Park and Recreation Departments managing parks along Tittabawassee River	Environmental Groups	Real Estate Agents
U.S. Fish and Wildlife Service/Shiawassee NWR	Chamber of Commerce/ Better Business Bureau	Student Groups
	Sportsmen (river fisherman)	Unions
		Environmental Justice Groups

2013 Outreach Methods (continued)

- The following methods were identified to accomplish the 2013 outreach goals:
 - Schedule
 - 1st tier; 21 meetings held March – September 2013
 - 2nd tier; 4 meetings held April – July 2013
 - All elected officials were informed of our outreach plans
 - Made efforts to engage other 2nd tier stakeholders
 - 3rd tier; no meetings requested

2013 Outreach Methods (continued)

- The following methods were identified to accomplish the 2013 outreach goals:
 - Best efforts made to involve impacted property owners
 - EPA Fact sheet detailing effort mailed
 - Multiple invitations mailed to residential, agricultural and commercial property owners to meetings held around the community
 - If invitations returned, updated contact information.
 - Called over half of all invitee's to inform them of upcoming meeting(s).
 - Two additional meetings broadly advertised
 - Local papers
 - Flyers distributed to Tittabawassee River anglers
 - One-on-one meetings held with Park and Recreation Departments managing property along the Tittabawassee River and Shiawassee National Wildlife Refuge.

2013 Outreach Methods (continued)

- The following methods were identified to accomplish the 2013 outreach goals:
 - Outreach tools and materials developed
 - Community Involvement Plan Addendum discussing overall 2013 floodplain outreach strategy
 - Alternatives Array made available on EPA's website discussing cleanup options for Tittabawassee River floodplain
 - Fact sheet developed to provide additional information about cleanup options
 - Posters, maps and figures were developed to assist in meeting discussions
 - Worksheets used to help guide interactive portion of meetings



SUMMARY OF 2013 EPA OUTREACH PROCESS

2013 Floodplain Outreach Summary

The 2013 floodplain outreach meetings helped EPA better understand what was important to the community before development of cleanup options for the Tittabawassee Floodplain. Discussions resulted in the following concepts:




Generally, people want to keep natural and undeveloped areas the same or make them even more natural

Flexibility in future land use is important, but limiting development in the floodplain in areas where people and animals may be exposed to contamination was slightly more important.

Landowners are interested in preserving, protecting or improving the ecosystem during cleanup and concentrating most of the work in the most contaminated areas.

2013 Floodplain Outreach Summary



Many want to see the cleanup work done as quickly as possible and to give priority to cleaning up residential or recreational areas first. Taking more time to accomplish cleanup could be acceptable if the cleanup plan is in line with what the community wants.

Landowners were split in their beliefs about the effectiveness of a cleanup that relies on monitoring and maintenance. They believe that the most contaminated or most highly used areas should rely the least on monitoring and maintenance.

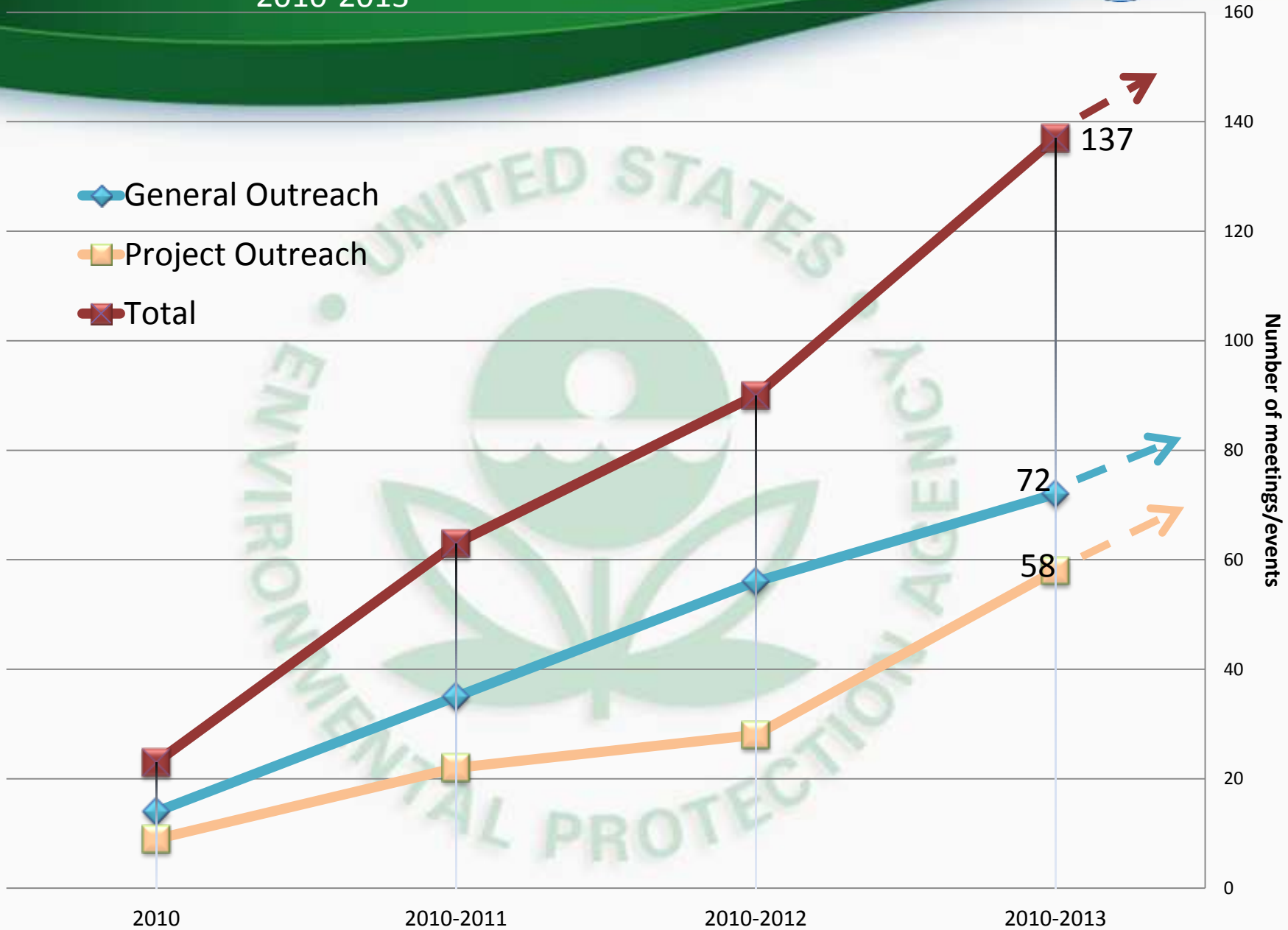
Landowners agreed that the community and workers must be protected during the cleanup. Some short-term impacts like noise and truck traffic might be acceptable as long as the cleanup is what the community wants.

Overall, participants agreed that cost should not be a limiting factor in cleanup, especially in areas where there is more contamination.

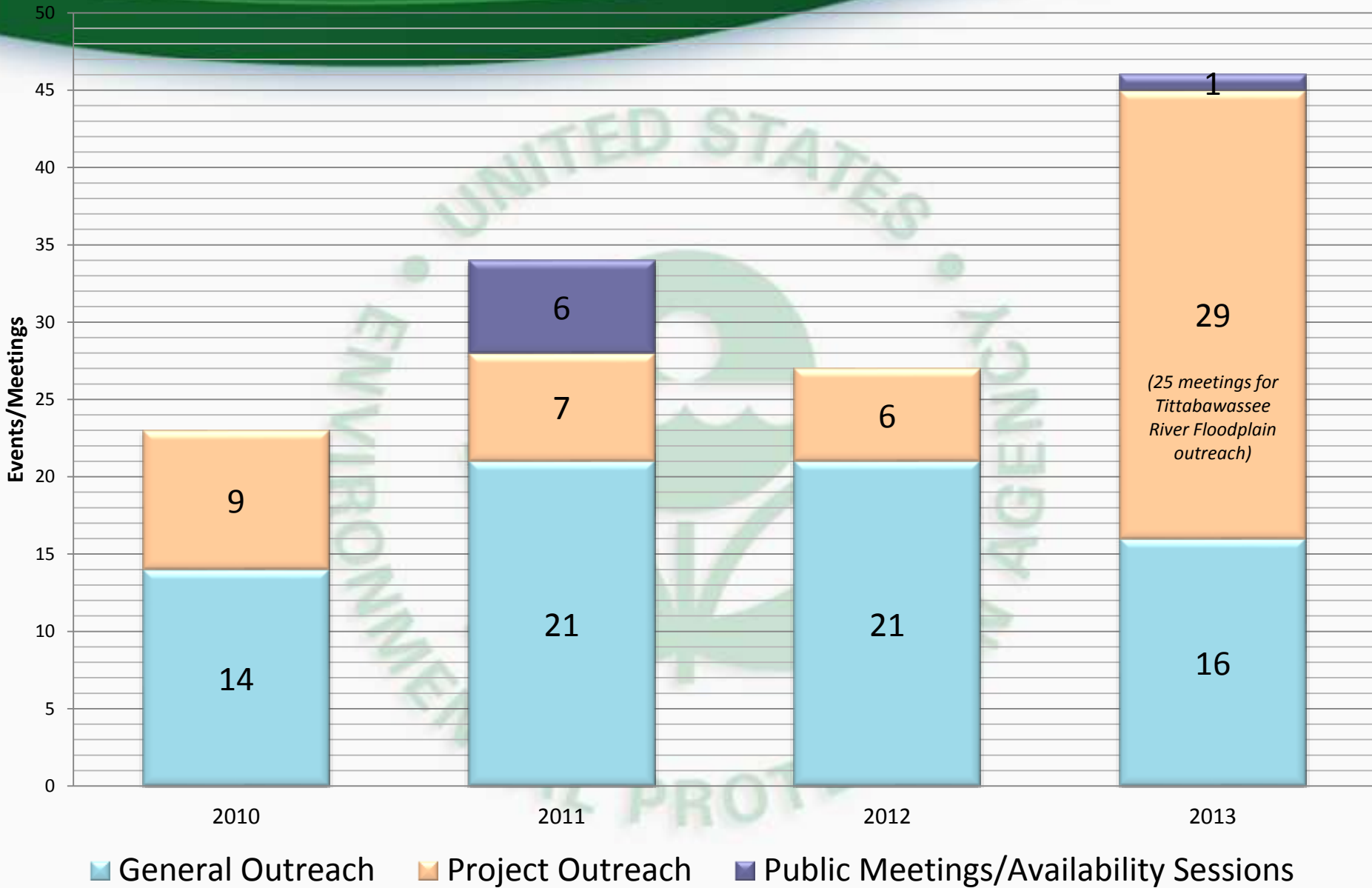
2013 General Outreach Summary

- General outreach is the ongoing local effort to inform the public about EPA's cleanup work and educate the community about site-related advisories
 - Continued throughout 2013
 - Michigan Department of Community Health Cooperative Agreement partners continued to provide information to the public about fish and wild game advisories

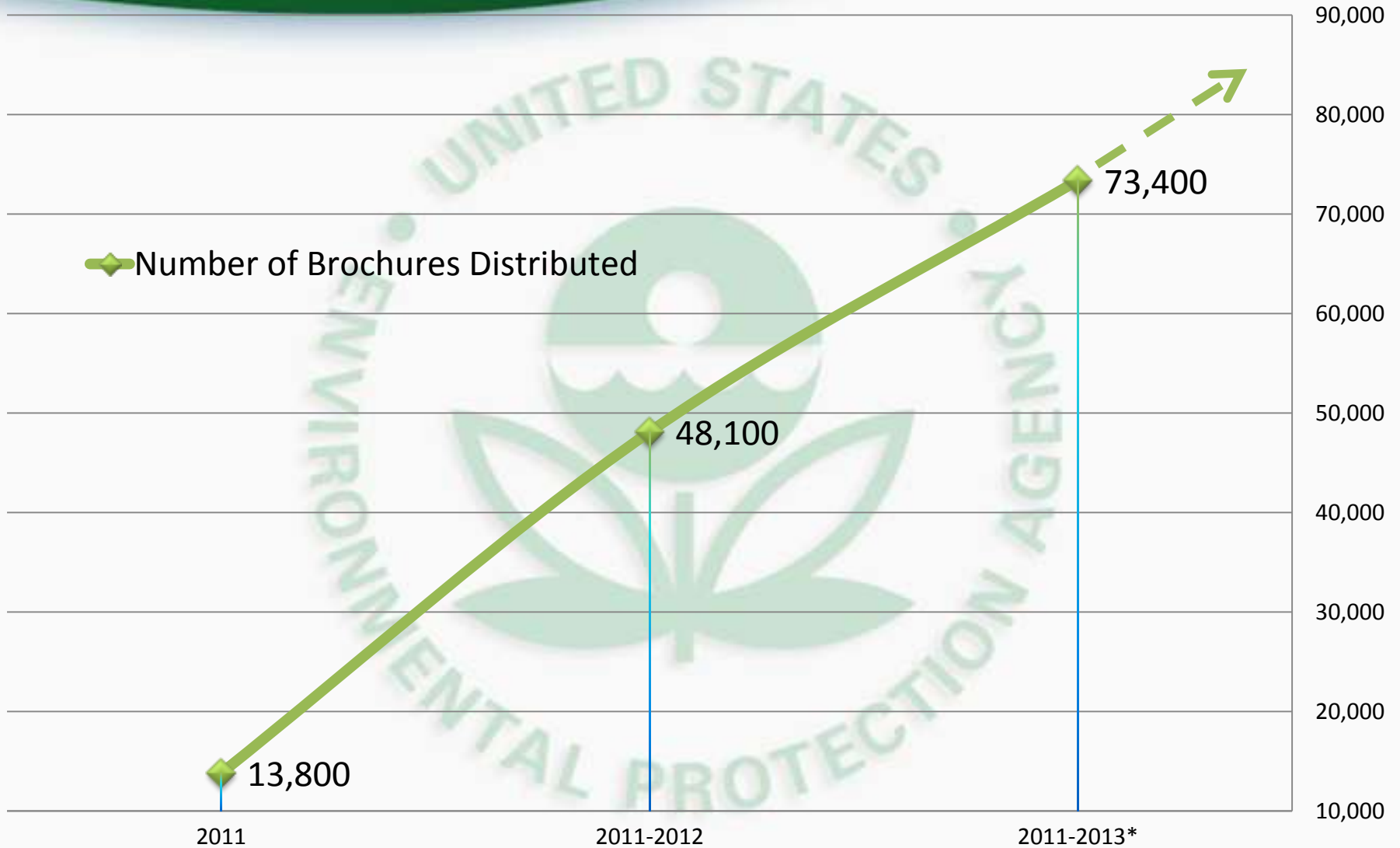
EPA Region 5 Cumulative Outreach Efforts Tittabawassee River, Saginaw River & Bay Site 2010-2013



EPA Region 5 Outreach Events Tittabawassee River, Saginaw River & Bay Site 2010-2013



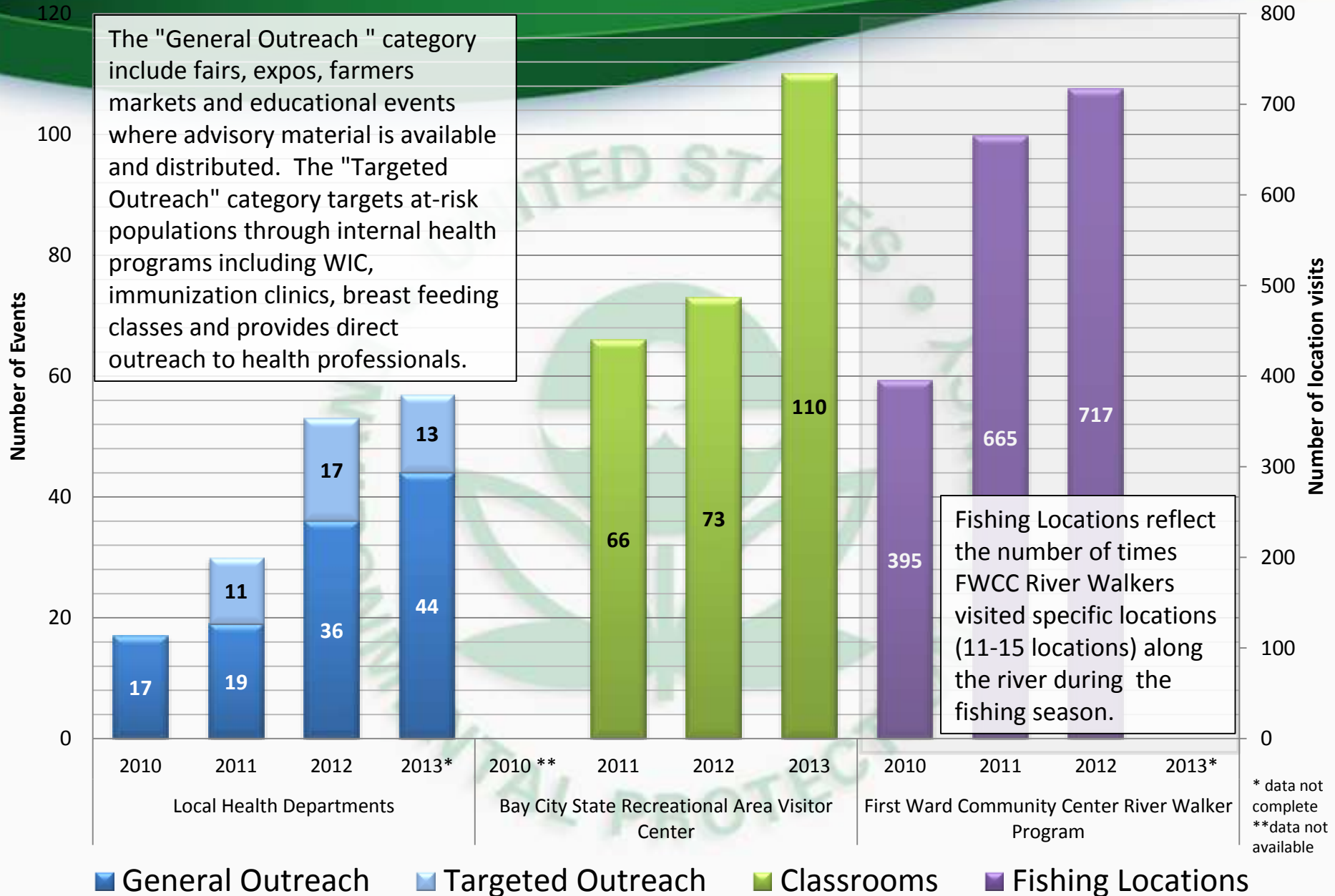
Cumulative Fish Advisory Distribution Saginaw & Bay County Cooperative Agreement Partners



*2013 data is not complete

Saginaw & Bay County Cooperative Agreement Partners

Yearly Outreach Efforts





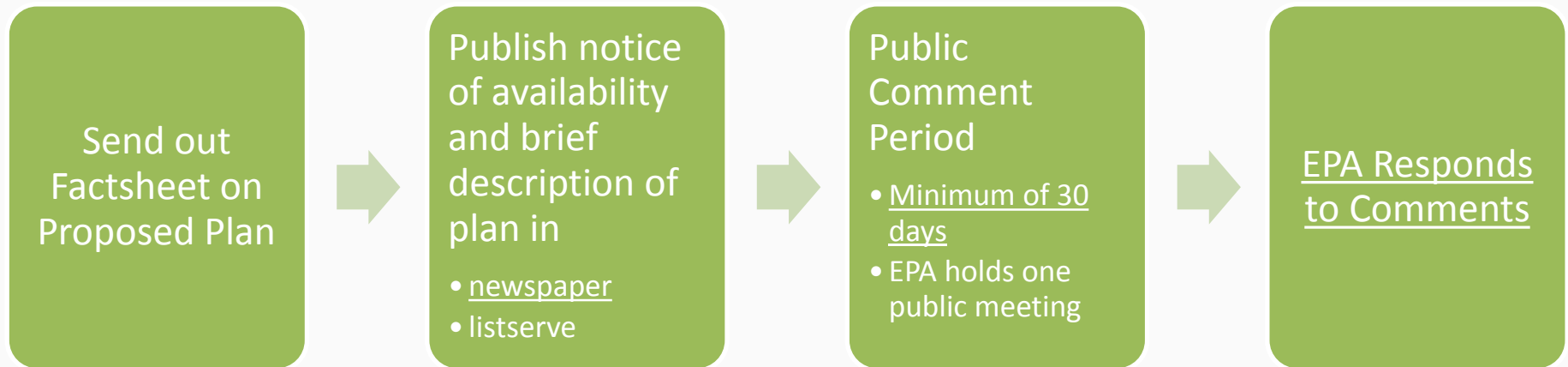
TITTABAWASSEE RIVER FLOODPLAIN 2014 OUTREACH METHODS

2014 Floodplain Outreach Goals

- The specific goals of our outreach are to:
 - INFORM owners about important concepts about floodplain cleanup proposal.
 - SHARE materials/formal and informal meetings that will support Goal #1.
 - OBTAIN input on our proposed plan.
 - KEEP them informed throughout the cleanup process

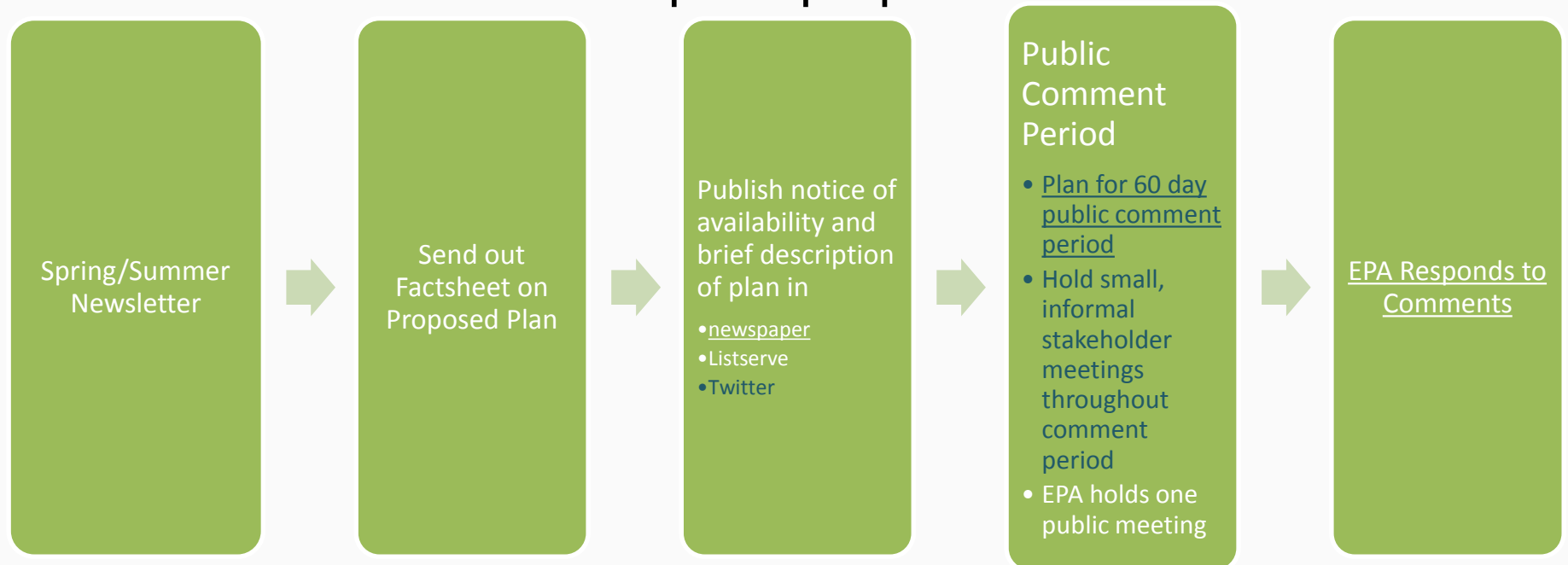
Proposed Outreach Methods

EPA's typical planned proposal public process at this site:




Proposed Outreach Methods

EPA's planned proposal public process for the Tittabawassee River Floodplain proposal:



Identified Outreach Groups

- Property Owners
 - Residential
 - Farmers
 - Commercial
 - Parks Departments
 - Shiawassee National Wildlife Refuge
- Elected Officials
- CAG
- Tribe
- Other groups



TITTABAWASSEE RIVER FLOODPLAIN OUTREACH MATERIALS

Proposed Outreach Materials

- The following will be used to support our outreach goals:
 - Spring/Summer Newsletter
 - Proposed Plan Factsheet
 - Graphics
 - Maps (updated throughout cleanup)
 - Floodplain FAQ's document (updated throughout cleanup, as needed)



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Tittabawassee River Floodplain

EPA, working with the Michigan Department of Environmental Quality, is developing cleanup options for contaminated soil in frequently flooded areas along the Tittabawassee River downstream from Midland. Many properties in the Tittabawassee River floodplain will be affected by EPA's cleanup decision. The Tittabawassee River floodplain starts in Midland below the Dow Chemical Co. plant and extends through Midland and Saginaw counties.

Before formally proposing the cleanup options EPA wants to give property owners and other interested people an opportunity to discuss what concerns they may have about a long-term cleanup. EPA is planning to hold a number of interactive small group sessions in different locations near the Tittabawassee River. Starting in March, EPA will send invitations to property owners asking them to attend one of the sessions to share their thoughts. EPA will take their comments and concerns into consideration in developing its proposed cleanup plan.

- [Floodplain Cleanup is Planned EPA Wants You Input \(PDF\)](#) (4pp, 600K) **New!**
- [Tittabawassee River Floodplain Soils Outreach Strategy, Addendum #1 to the Community Involvement Plan \(PDF\)](#) (11pp, 440K)
- [Tittabawassee River Floodplain Soil Alternatives Array \(PDF\)](#) (14pp, 416K)
- [Printable Map \(PDF\)](#) (1p, 76K)

www.epa.gov/region5/cleanup/dowchemical/floodplain

Tentative Schedule

Task	Date
CAG Committee Meeting to introduce EPA 2014 floodplain outreach concepts	April 15 th
CAG Committee Meeting to refine FAQ/Graphics	May 12 th
CAG May Meeting	May 19 th
Spring Newsletter sent	Mid-late June
Factsheet sent	Early/Late August
FAQ/Graphics finalized	Early/Late August
Comment period start	Early/Late August
Small, informal stakeholder meetings	Late July - September
Floodplain Proposal Public Meeting	Late September
Comment period end	October
Fall Newsletter (CAG Article) Due	October



END