

Strategic Public Involvement – Tool Time!

How-to's and lessons learned
for innovative tools used by
HAB members and TPA agencies

Public Involvement and Communications Committee Meeting
December 10, 2013

Ice Cream Socials

Liz Mattson,
Hanford Challenge



Join *Hanford Challenge* for
FREE Ice Cream in the Park!
Saturday • August 31st • 12-2pm

Meet us at Volunteer Park by the amphitheater for FREE Ice Cream* and games in the park!

Check out *Hanford Challenge* on Facebook and RSVP to the event!



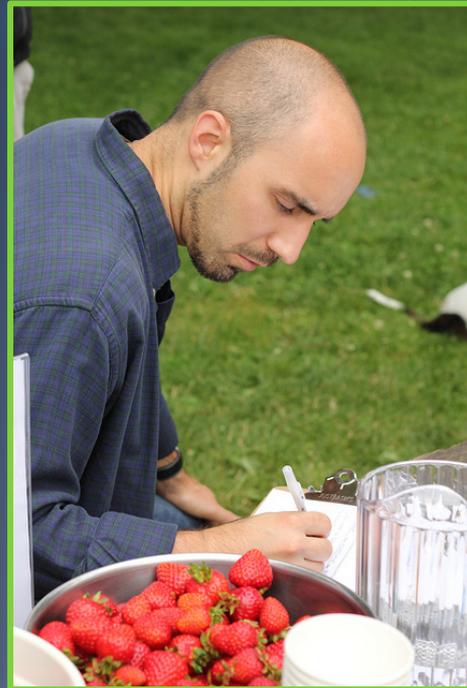
Frisbee! • Wiffle Ball! • Live Music! • Face Painting!

This event is funded through the New Mexico Community Foundation's Community Involvement Fund.
*While supplies last.



Educate the public by providing
timely, accurate, and
understandable information.

Engage the public early and often.



Incorporate public values in the decision making process and in the decisions made.

Prepare future generations for informed engagement and participation.

Ice Cream Socials



Build a sense of community around Hanford
(locally, regionally, and beyond).

Ice Cream Socials

How it Works

- **Organize Event:**

- Located in a place people are already gathering
- Provide free food: cost is usually around \$250
- Make it fun: music, games
- Document: make sure someone is there just responsible for taking pictures

- **Educate.**

- **Provide opportunity for action:** comment writing, survey, poll.

- **Reward:** ice cream!

- **Repeat:** make it a regular event people in your community can anticipate

Barriers and Solutions

- ◎ **Expense/Capacity Issues:** team up, collaborate with other organizations in your area and volunteers, ask for donations or discounts on food in advance.
- ◎ **Feels Complicated:** simplify.
- ◎ **Need more info:** contact Liz Mattson at lizm@hanfordchallenge.org or 206-292-2850 x21

Hanford Paddle Trips

Theresa Labriola,
Columbia Riverkeeper



Public Involvement Goals Met

- Engage the public
- Educate young people
- Provide both educational and interactive public involvement activities

Hanford Paddle Trips - 101





- Timing and audience
- Agency partnership can enhance Hanford education

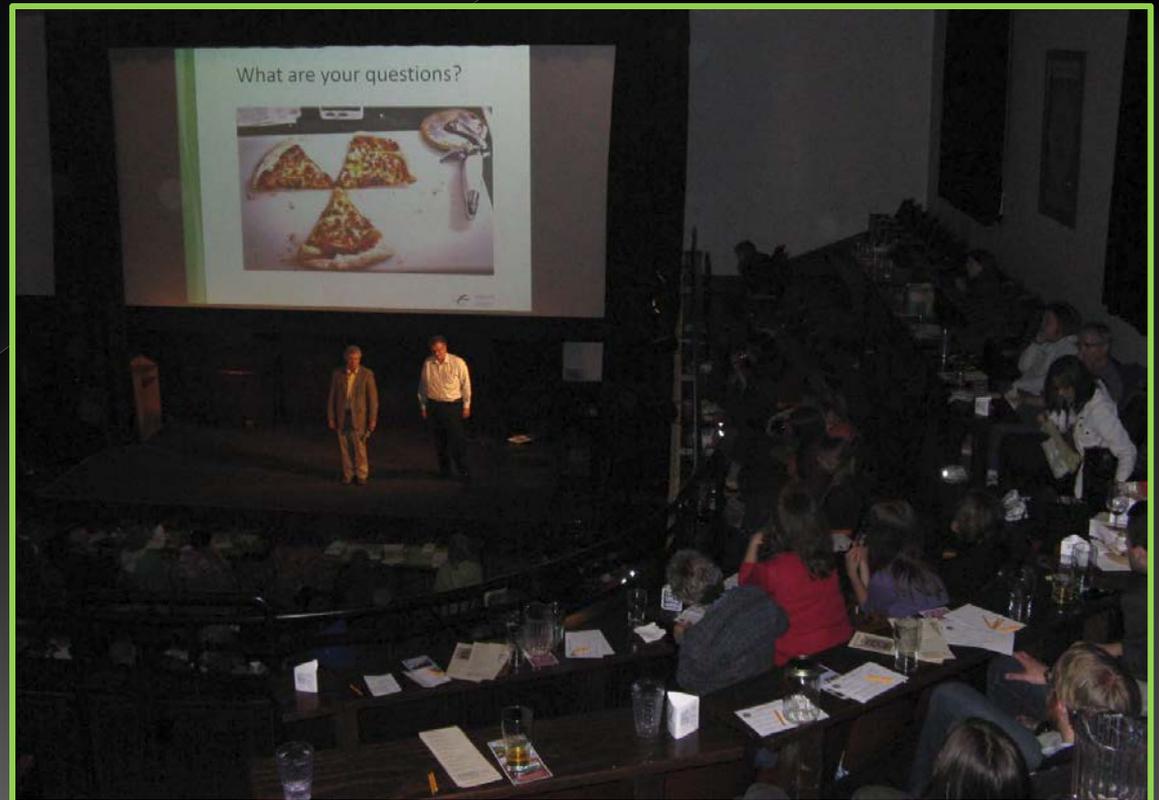
- On water education provides a unique look at Hanford's accidental nature
- Participants are river users, fishers, artists



Science Pubs

Ken Niles

Oregon Department of Energy



Public Involvement Goals Met

- Engage the public by providing timely, accurate and understandable and accessible information
- Educate young people for informed engagement and participation

How They Work

- ◉ Existing organization/forum
- ◉ Built-in audience
- ◉ Existing method of publicity

Applicability

- Existing market through the Oregon Museum of Science and Industry (OMSI) is saturated
 - › *Oregon presented last year in Portland, and will do so this year in McMinnville, Eugene and Salem.*
- However, Washington Ecology or others could work with the Pacific Science Center in Seattle, the Mobius Science Center in Spokane, or some Tri-City organization to establish science pub type presentations in Washington state.

Lessons Learned

- Provides a new interested audience
- Non-confrontational forum
- Plenty of time to delve into the topic in detail
- Relaxed setting – food and beer/wine available for purchase

Discussion – In person tools

Social Media Tools

Dieter Bohrmann
Washington State
Department of Ecology



DEPARTMENT OF
ECOLOGY
State of Washington

Using tools to advance PI goals

- Post “events” such as public meetings and comment periods to go beyond a listserv notice. Send reminders, as needed.
- Share links to items of public interest, such as the annual TPA survey or news articles.
- Share photos of outreach events & promote Ecology speakers bureau.
- Encourage conversation & engagement with the public on hot topics through social media

Ecology social media goals

- Post regularly (preferably daily)
- Include photos, whenever possible
- Tone matters; be conversational, not rigid & bureaucratic (in other words, don't sound like a government agency)
- Put a personal face on our sites
- Be responsive – put the “social” in social media



Opportunities & Challenges

- ◉ Immediate, portable & inexpensive
- ◉ Can engage w/many audiences at once
- ◉ It's fun & exciting!
- ◉ Can tax resources w/need to feed & monitor
- ◉ Not a replacement for face-to-face interaction
- ◉ Can be tough to walk the line between conversational/professional

Ecology Social Media Project

- October was Hanford History Month (marking 70 years)
- Ecology posted trivia question daily on Twitter & Facebook
- Daily posts helped create more direct engagement with our followers
- Ecology considers project a success, but tough to sustain. Looking for ways to do this.

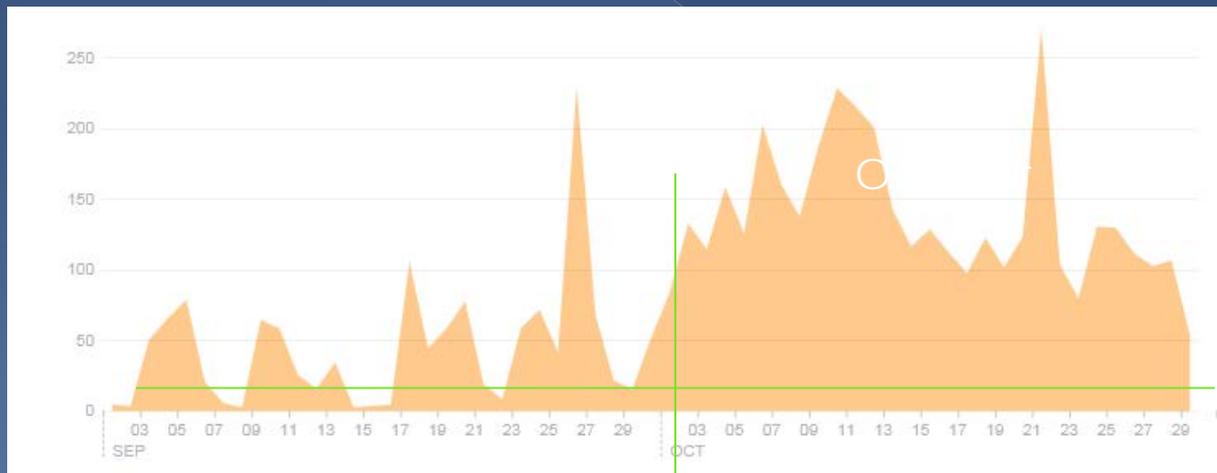
Some Sample Questions

- Get your coffee this a.m.? Hanford workers sure did during construction in the mid-40s. How much coffee was consumed each day?
- What nickname did workers give to central Hanford's huge chemical separations plants?
- What did Hanford's manager hand out when the Tri-Party Agreement was first signed in 1989?

Answers: 8,000 lbs. (344,000 cups), Queen Marys, Brooms

Gauging success of trivia project

Facebook	"Likes"	Twitter	Followers
October 1	249	October 1	88
November 1	271	November 1	102



Promotion -- Ecology outreach



Hanford
Education & Outreach Network

DEPARTMENT OF
ECOLOGY
State of Washington

Ecology's Hanford Education & Outreach Network Update Page Info

255 likes · 29 talking about this · 20 were here

Government Organization
3100 Port of Benton Blvd., Richland, Washington 99354
(509) 372-7950
Today 8:00 am - 5:00 pm

About Photos Likes Map Events



www.facebook.com/HanfordEducation



Dieter Bohrmann
@ecyhanford

Get the latest news & information about Hanford cleanup and related issues from @EcologyWA Nuclear Waste Program
Richland, WA · ecy.wa.gov/programs/nwp/

159 TWEETS 357 FOLLOWING 96 FOLLOWERS

1 Edit profile

Tweets

Dieter Bohrmann @ecyhanford
Remaining #Hanford vit plant deadlines at risk bit.ly/160N7GC 3m
Expand



twitter.com/@ecyhanford



Social Media

Facebook

Kim Ballinger
U.S. Department of Energy
Richland Operations Office



YouTube

Emy Laija

U.S. Environmental Protection Agency

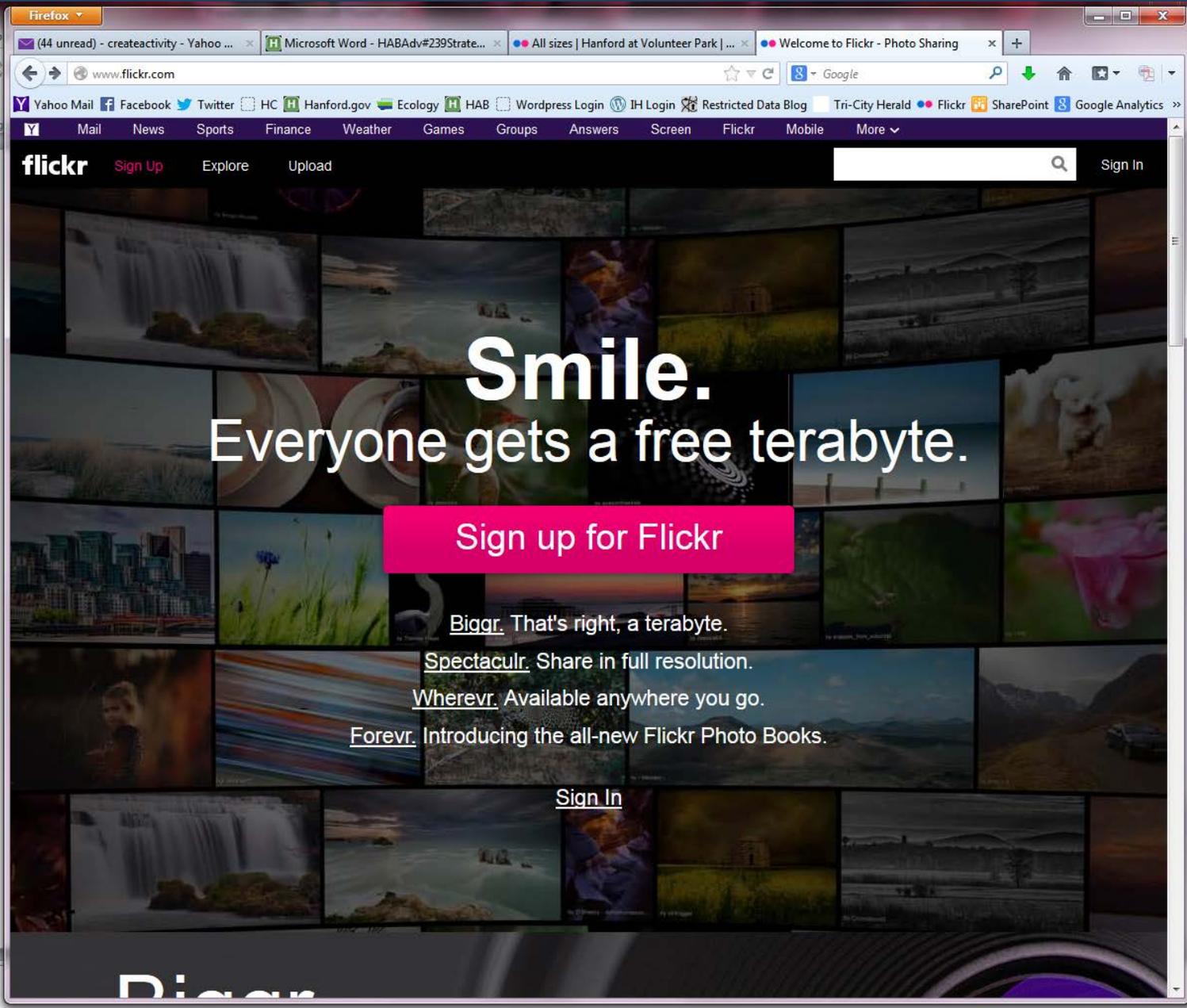
The YouTube logo is centered within a black rectangular box with a thin green border. The word "You" is in white, sans-serif font. The word "Tube" is in white, sans-serif font, set against a red, rounded rectangular background that has a slight gradient and shadow effect.

YouTube

Flickr

Liz Mattson
Hanford Challenge





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Forevr. Introducing the all-new Flickr Photo Books.

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- Photostream
- Sets
- Map
- Favorites
- Galleries
- Recent Activity
- Organize
- Creations



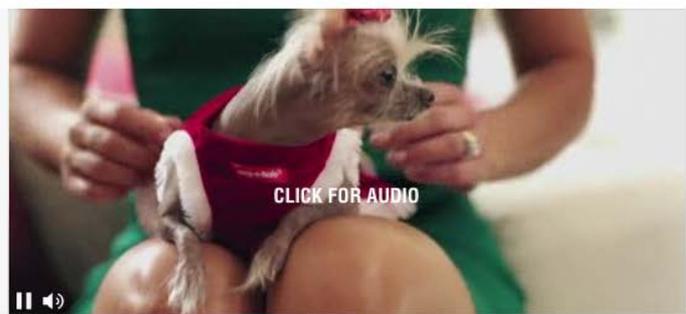
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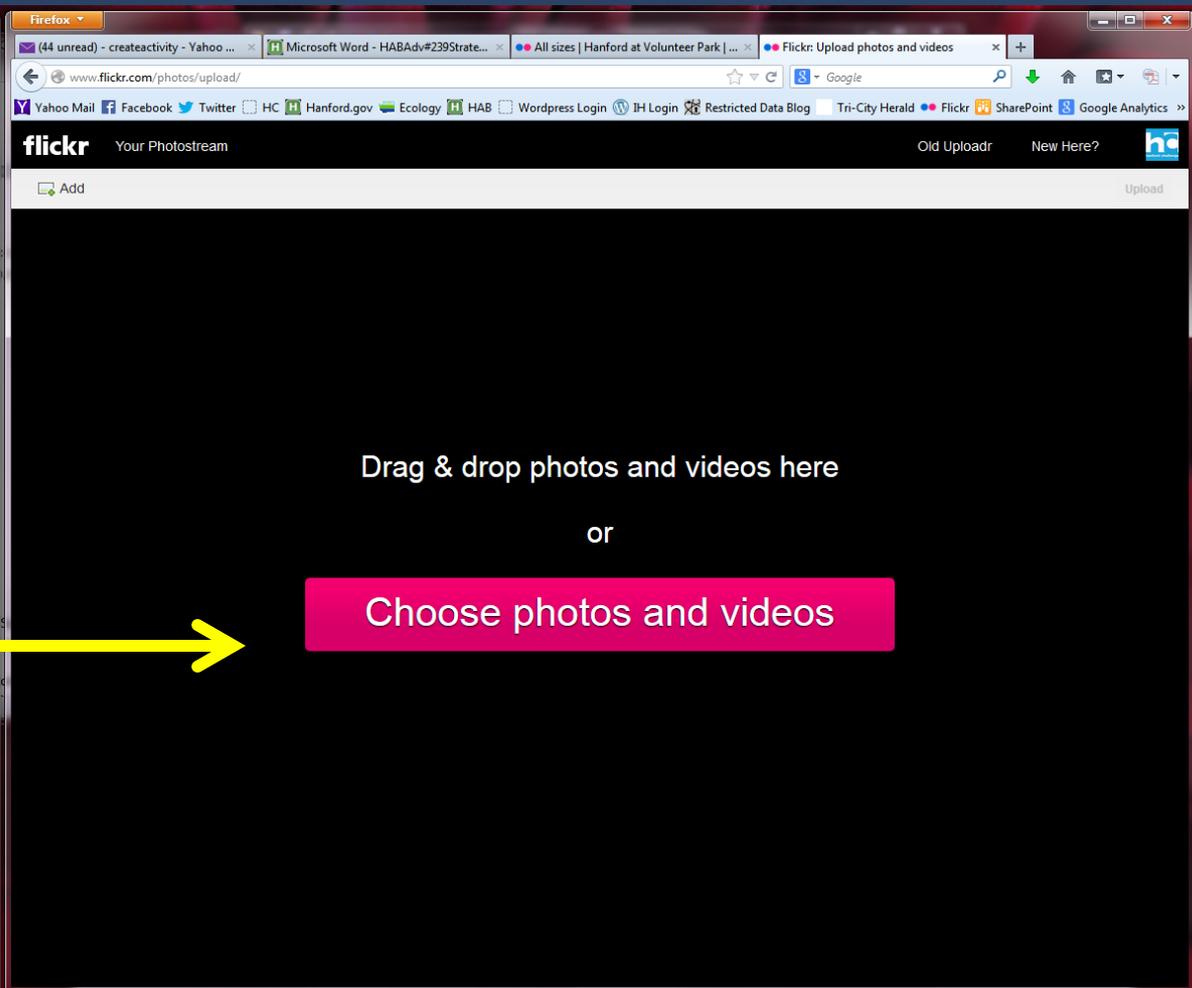
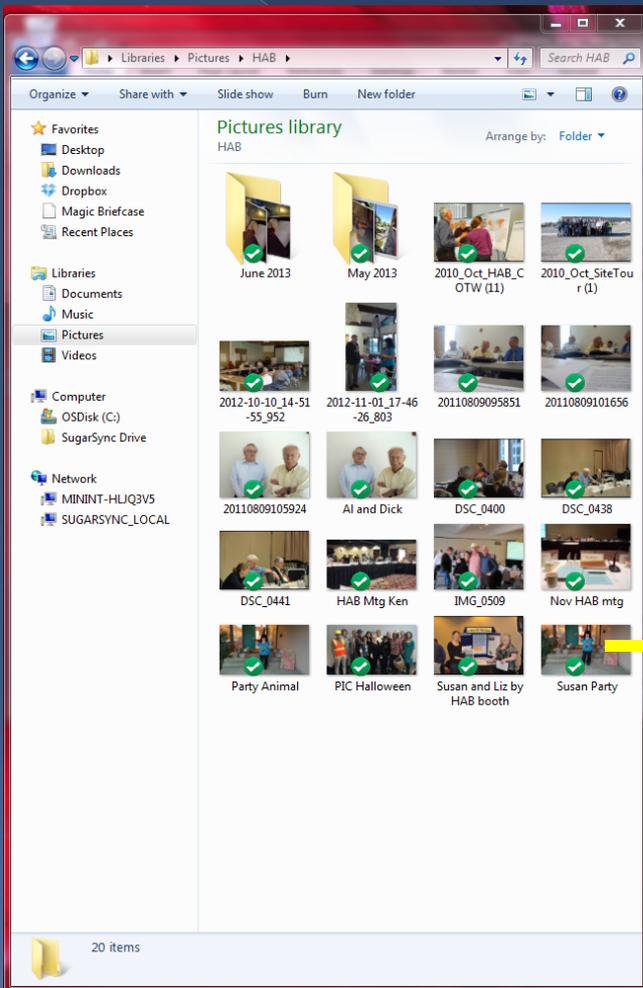
Your Best Shot 2013: Selfies
A selection of photos from the Your Best Shot

hanford challenge Hanford Challenge + Follow

809 Photos July 2011 Member Since

Photostream Sets Favorites





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Arrange by: Folder

Susan Party
Date taken: Specify date taken
Rating: ☆☆☆☆☆
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Tags: Add a tag

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- Hanford and Fukushima: Atomic...
- Hanford B Reactor Tour...
- Inheriting Hanford: Hanford in...
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Inheriting Hanford is a project organized by Hanford Challenge for the benefit of everyone involved with Hanford.

Inheriting Hanford is funded through a grant from the New Mexico Community Foundation's Community Involvement Fund.

Inheriting Hanford is also funded

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federal and state employees working on the cleanup project to dedicated community members who care about the future of the site. [We'd love to meet with you](#) over a phone call or coffee or a beer to talk about everything Hanford!

Hanford is complex. It takes a long time to master basic information about the nuclear cleanup site. Most people need help navigating Hanford's issues, and find value in getting questions answered from different perspectives in order to become skilled participants.

If you'd like to be more involved with the Hanford community, you've come to the right place. If you stumbled here and are looking for information, we'll get you started and tell you where to go. Join the mentorship community!

- [Meet the Hanford Mentoring community](#) and find out how you can get involved and connect with mentors and others interested in learning more about Hanford.
- [Get involved](#) with Inheriting Hanford through a simple application.
- [Check out our calendar](#) of regional Inheriting Hanford events, happy hours and other gatherings.
- Connect through social media. Join our [Facebook](#) and [Twitter](#) pages.



[More Photos](#)

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Discussion – Social media tools

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