



PFAS OUTREACH PROPOSALS

PRESIDENT'S WORKING GROUP ON ENVIRONMENTAL JUSTICE MEETING – JANUARY 31, 2022

Synthesis of outreach discussion and recommendations to date

Outreach Elements	Strategies & Guidance
Targeted Engagement	With subsistence anglers, Hmong community, potentially others regarding fishing and ways to meet their needs (diet, cultural, budget) in healthier way. Follow RESJI best practices & coordinate w/ DCR.
General Engagement at Community Meetings	- Meet people where they are. Continue availability for local neighborhood meetings & events. - Listen first. Hear and recognize their concerns & experiences. Provide information that's relevant and share how to get more information.
Improved Information Access	- Prepare a short, clear "Guide to PFAS in Madison" to share non-siloed, clear information. - Add a PFAS landing page to the City website that links to other PFAS resources as supports clear online "wayfinding" for PFAS information.
Regular Updates	- Quarterly update to the relevant BCC on progress with Targeted Engagement - Quarterly update to the "Guide to PFAS in Madison" - Monthly updates to PHMDC website of PFAS-related news, status, & activities