

City of Madison PFAS Outreach Recommendations

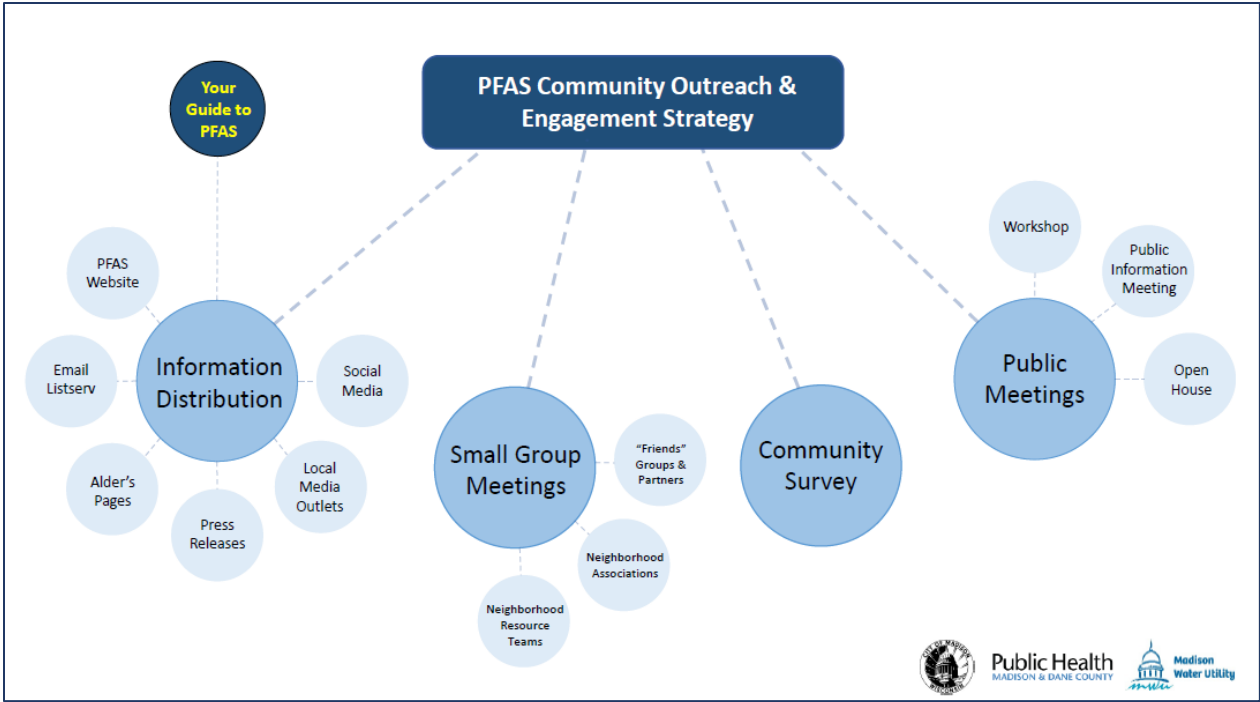
President's Working Group on Environmental Justice

February 2022

Recommended Approach and Strategies for City of Madison PFAS Outreach:

1. **Targeted Engagement on Fish Advisories:** Engage with subsistence anglers, the Hmong community, and others to learn about their reasons for fishing and whether there are other ways to connect them with local protein options that meet their needs (health, cultural, budget, etc.), following RESJI best practices. Report back quarterly on progress, findings, and outcomes.
2. **General Outreach at Community Meetings:**
 - a. Meet people where they are. Continue offering City staff availability to attend neighborhood meetings and events. Set targets for annual outreach activities.
 - b. Listen first. Adopt a practice of first entering community meetings/discussions in listening mode. Hear the community out regarding their questions, concerns, and experiences. Then recognize their concerns, share information as relevant, and tell them how to get additional information.
 - c. Cross-train on PFAS-related issues so that all staff engaging with the community can speak to key points from various departments.
3. **Improved Information Access:**
 - a. People want non-siloed and easy to understand information. Prepare a short infographic-type document that answers the questions: What is PFAS, PFAS in Madison, Fish consumption advisory status, Contamination mitigation/remediation status, Drinking water status, How to find more information. Update quarterly.
 - b. Website: Develop a PFAS landing page on the City website for online wayfinding/navigation to the PFAS information on the Water Utility, Public Health, and potentially other websites.
4. **Regular Updates:**
 - a. Provide a quarterly update briefing to a Council committee (possibly the Sustainable Madison Committee's Environmental Justice subcommittee)
 - b. Update the "Your Guide to PFAS in Madison" document quarterly
 - c. Update PFAS related news, activities, and updates on the Public Health webpage monthly

The following figure outlines tactics for sharing public information from the Madison Water Utility and Public Health Madison Dane County.



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