



# 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	<ul style="list-style-type: none"> <li>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 &amp; coordinate w/ DCR.</li> </ul>
General Engagement at Community Meetings	<ul style="list-style-type: none"> <li>Meet people where they are. Continue availability for local neighborhood meetings &amp; events. Set targets for outreach activities.</li> <li>Listen first. Hear and recognize their concerns &amp; experiences. Provide information that's relevant and share how to get more information.</li> <li>Educate and empower staff to represent full range of issues.</li> </ul>
Improved Information Access	<ul style="list-style-type: none"> <li>Prepare a short, clear "Guide to PFAS in Madison" to share non-siloed, clear information.</li> <li>Add a PFAS landing page to the City website that links to other PFAS resources as supports clear online "wayfinding" for PFAS information.</li> </ul>
Regular Updates	<ul style="list-style-type: none"> <li>Quarterly update to the relevant BCC on progress with Targeted Engagement</li> <li>Quarterly update to the "Guide to PFAS in Madison"</li> <li>Monthly updates to PHMDC website of PFAS-related news, status, &amp; activities</li> </ul>