

Overview of Communications Program



Christine Amrhine, Communications Director
Anna Novikova, Communications Specialist

Environmental Justice Advisory Board
June 30, 2022



Overview of Communications Program

- ✓ Community events, meetings, materials
- ✓ Site-specific websites
- ✓ Working with the news media
- ✓ Multistate Trust Annual Report
- ✓ Questions and discussion



Site-Specific Websites

Website goals and objectives:

- ✓ Provide the public with easy access to:
 - Cleanup documents
 - Community meeting slides, video recordings, materials
 - Agency website links, other resources
- ✓ Share upcoming events, activities, plans for each site's future, and ways residents can get involved
- ✓ Help community members seeking to contact us, submit questions, ask to be added to mailing list



Navassa – Multistate Trust Website

SUPERFUND CLEANUP

REDEVELOPMENT PLANNING

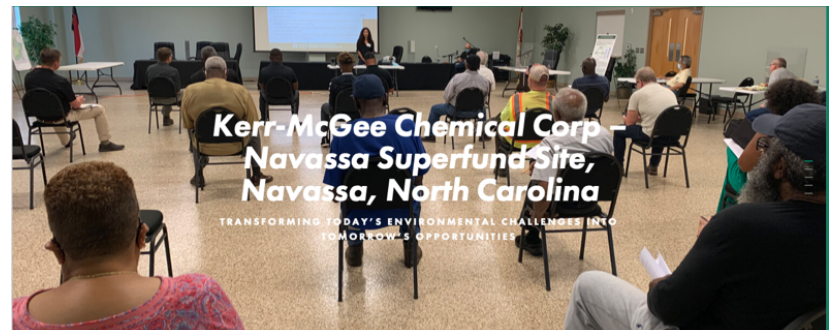
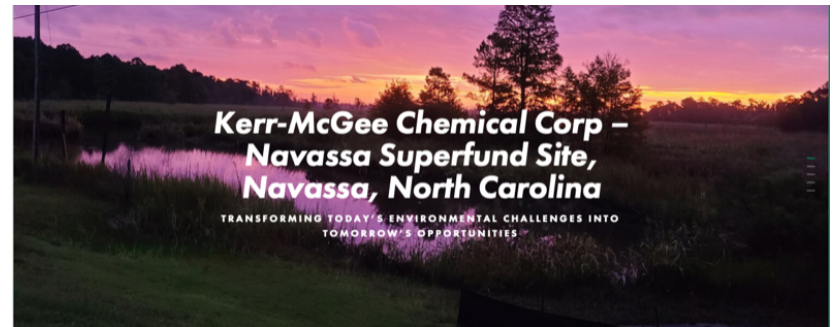
COMMUNITY INVOLVEMENT

DOCUMENTS & RESOURCES

SITE OVERVIEW

NEWS & EVENTS

CONTACT US



<https://navassa.greenfieldenvironmental.com>

Columbus – Multistate Trust Website

SUPERFUND CLEANUP

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Bossier City – Multistate Trust Website

HOME

SITE OVERVIEW

INVESTIGATION & CLEANUP

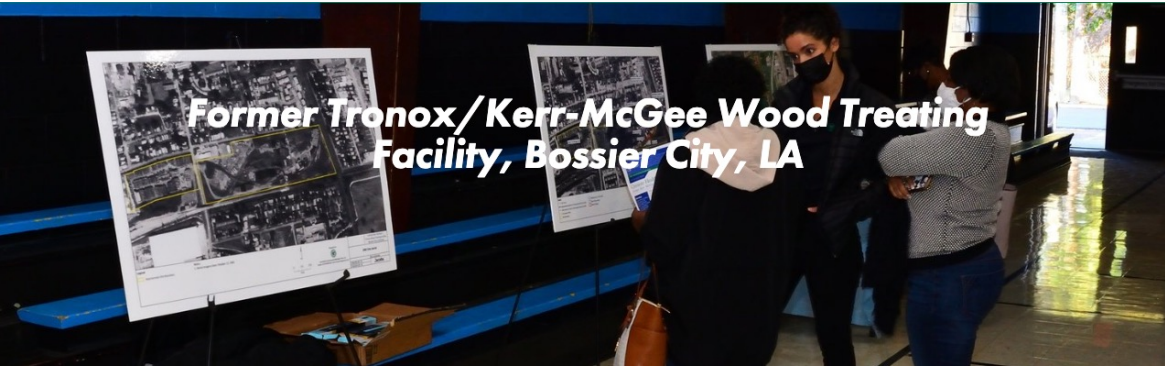
COMMUNITY INVOLVEMENT

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FAQS

NEWS & EVENTS

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Press Releases and Advisories



CONTAMINATED SOIL REMOVAL WORK NEAR FORMER TRONOX/KERR-MCGEE WOOD TREATING FACILITY IN BOSSIER CITY, LOUISIANA, TO BE DISCUSSED AT COMMUNITY MEETINGS APRIL 12

The Louisiana Department of Environmental Quality (LDEQ) and the Multistate Environmental Response Trust (Multistate Trust) are hosting community meetings Tuesday, April 12 to share information about the ongoing excavation of contaminated soil near the former Tronox/Kerr-McGee Wood Treating Facility (Site) in Bossier City.

Thursday, December 16, 2021 at 10:58:00 Eastern Standard Time

Subject: IMMEDIATE RELEASE: Virtual Town Hall Meetings about Kerr-McGee Superfund Site in Columbus, MS, on Nov. 30
Date: Tuesday, November 23, 2021 at 6:44:58 PM Eastern Standard Time
From: Christine Amrhine
To: Christine Amrhine
Attachments: image001.jpg, Columbus 2021-11-30 Town Hall flyer_final.pdf

FOR IMMEDIATE RELEASE: Virtual Town Hall Meetings about Kerr-McGee Superfund Site in Columbus, MS, to be held Tuesday, November 30

COLUMBUS, MS (November 23, 2021) – Multistate Trust representatives, together with federal and state officials, will hold two virtual town hall meetings about the Kerr-McGee Chemical Corp – Columbus Superfund Site on Tuesday, November 30. Meeting topics will include the completion of stormwater ditch improvements, the status of the off-site property surface soil cleanup, the cleanup alternatives included in the Operable Unit 3 (OU-3) and OU-5 Feasibility Study, and the Redevelopment Planning Initiative.

What:

Virtual Town Hall Meetings about the Kerr-McGee Chemical Corp – Columbus Superfund Site (the Site)

When:

Future Use of Kerr-McGee Navassa Superfund Site and EPA Proposed Plan for Soil Excavation to be Discussed at June 13 and 14 Public Meetings

NAVASSA, N.C. (June 8, 2022) – The Multistate Trust, the U.S. Environmental Protection Agency (EPA), and the North Carolina Department of Environmental Quality (NCDEQ) are hosting on Monday, June 13 a drop-in information session and a community meeting about the [Reuse Advisory Council's](#) recommendations for the Kerr-McGee Chemical Corp – Navassa Superfund Site's (Site) future use and alternative scenarios for the land donation for the Moze Heritage Center.

On Tuesday, June 14, EPA is also holding a public meeting about the Proposed Plan for remediation of Operable Unit 2, where treated and untreated wood was stored during historic wood treatment operations at the Site. See the Proposed Plan on EPA's website at <https://semspub.epa.gov/work/04/11139277.pdf> and the [Proposed Plan fact sheet here](#).

The events will be held at the Navassa Community Center at 338 Main Street, Navassa. The meetings also can be joined by Zoom and phone. See the flyer attached and [linked here](#) for more information.

What:

Monday, June 13, 2022

- Redevelopment planning drop-in information session, 4 – 5 p.m. In person only.
- Redevelopment planning community meeting, 6 – 7:30 p.m. In person and virtual.

Tuesday, June 14, 2022

- EPA Operable Unit 2 Proposed Plan Public Meeting, 6 – 7:30 p.m. In person and virtual.

To join the meetings online:

- Join through [this Zoom link](#) or enter tinyurl.com/NavassaMeetings into your browser window

To join the meetings by phone:

Bossier City Site Visit, June 21, 2022, 9:30 a.m.

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Tuesday, June 21 Site Visit to Observe Contaminated Soil Cleanup Near Former Tronox/Kerr-McGee Wood Treating Facility, Bossier City, LA

What: One-hour site visit to view areas near the former Tronox/Kerr-McGee Wood Treating Facility in Bossier City (the Site) where soil is being excavated to remove environmental contamination. Excavation work began in February 2022 and is expected to continue through August.

How: Attendees will observe the soil excavation areas and the measures (such as air monitoring, traffic control, and sequencing) being taken to limit impacts on residents. Time permitting, a visit to the nearby former wood-treating operation property and a discussion of redevelopment opportunities may be included.

Who: Local residents, community leaders, officials and staff from the City of Bossier City, Bossier Parish, and the State of Louisiana, legislative representatives, and news media are invited.

The visit is hosted by the Multistate Trust, which was court-appointed to own, manage, investigate and clean up the Site and facilitate its reuse under the Louisiana Department of Environmental Quality's oversight.

When: Tuesday, June 21, 2022 at 9:30 a.m. CT

Where: Visitors can park on Green Street near the Site area entrance at 2098 Green Street. There, the attendees will receive a safety briefing and a short overview of the Site and the ongoing soil excavation work. Then, the group will walk two blocks to the soil excavation area on Dickerson Street and at Scott-Dickerson Homes.

RSVP: If you plan to attend, please reply **by Wednesday, June 15** by email or phone to Claire Woods at cw@g-etg.com or (910) 765-7237. RSVPs are needed to ensure that enough protective equipment, such as hard hats and construction vests, will be available for all attendees.

For more information

- [Soil Excavation Fact Sheet April 2022](#)
- [Frequently Asked Questions about the Site](#)
- [Presentation from the April 12, 2022 Community Meetings](#)
- The Multistate Trust website <https://bossiercity.greenfieldenvironmental.com>

Site Background

The soil removal near the ±32-acre Site is being prioritized before on-site cleanup to minimize risks to residents. The Site is located on the south side of Green Street near Hamilton Road about a half mile north of Interstate 20. From 1930 to 1987, Kerr/McGee Chemical LLC and its predecessors treated railroad ties with a mixture of creosote and fuel oil on the Site. The facility was decommissioned in 1988.

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Working with News Media

- ✓ Press releases and advisories
 - Distribute one week prior to an event generally
 - Goals include:
 - Advance coverage to encourage resident and stakeholder attendance
 - Event coverage to provide residents and stakeholders with access to information
 - Greater general awareness of our work
- ✓ News media strong in some markets
 - Coverage can vary widely
 - Follow up as needed
- ✓ Recognize news media's ability to influence community awareness and shape understanding of site cleanup and reuse planning



News Media Coverage

Navassa Superfund site planning meetings ahead

06/09/2022 by [Staff Report](#)

Bossier City officials visit soil mitigation cleanup site

By **Stacey Tinsley** - June 22, 2022  0  0

News

Columbus & Lowndes County

Cleanup milestones reached at Kerr-McGee site

By Slim Smith • December 1, 2021

Navassa Superfund site one step closer to development

Multistate trust to donate 20 acres for cultural center, nature park



By **Amy Passaretti** March 23, 2022

Bossier City residents tour contamination site

By T.W. Starr - KTBS TV Jun 21, 2022 

Kerr-McGee cleanup could feature 'green' component

Public meetings to be held to discuss plans for Navassa Superfund Site

Multistate Trust 2021 Annual Report

Part 3 – Owned Funded Sites
Chapter 3.O – Columbus, Mississippi

Owned Funded Site Name: Columbus, Mississippi¹
Former Use: Wood Treater
Lead Agency: United States Environmental Protection Agency (EPA)
Non-Lead Agency: Mississippi Department of Environmental Quality (MDEQ)
Total Environmental Cost Account (ECA) Funds Received:² \$73,493,254
ECA Funds on Balance at Year-End 2021: \$24,843,726

Part 3 – Owned Funded Sites
Chapter 3.Q – Navassa, North Carolina

Owned Funded Site Name: Navassa, North Carolina¹
Former Use: Wood Treater
Lead Agency: United States Environmental Protection Agency (EPA)
Non-Lead Agency: North Carolina Department of Environmental Quality (NCEQ)
Navassa Trustee Council: Navassa Trustee Council (NTC) consists of the National Oceanic and Atmospheric Administration (NOAA) on behalf of the U.S. Department of Commerce, the U.S.

Exhibit 8 – Columbus, MS 14th Avenue North Ditch Improved in Partnership With City



- ✓ Right-of-way conveyed to City
- ✓ EPA Time Critical Removal Action Memorandum completed by Multistate Trust
- ✓ Final construction funded by USACE grant

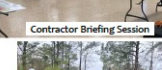


Greenfield Environmental Multistate Trust LLC
Trustee of the Multistate Environmental Response Trust

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Multistate Trust 2021 Annual Progress Report

Exhibit 24 Navassa, NC – Local Contracting Outreach and Information



Greenfield Environmental Multistate Trust LLC
Trustee of the Multistate Environmental Response Trust

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Multistate Trust 202

Multistate Trust 2021 Annual Progress Report



Greenfield Environmental Multistate Trust LLC,
Trustee of the Multistate Environmental Response Trust
June 2022

Soda Springs, Idaho



Mobile, Alabama



Navassa, North Carolina

Part 3 – Owned Funded Sites
Chapter 3.K – Bossier City, Louisiana

Owned Funded Site Name: Bossier City, Louisiana¹
Former Use: Wood Treater
Lead Agency: Louisiana Department of Environmental Quality (LDEQ)
Non-Lead Agency: United States Environmental Protection Agency (EPA)
Total Environmental Cost Account (ECA) Funds Received:² \$23,354,775
ECA Funds on Balance at Year-End 2021: \$22,457,679

Exhibit 20 Bossier City, LA – Off-Site Residential Soil Interim Action Planning

What to Expect during Construction?

- ✓ Transportation and Traffic Control
 - Excavated material will be disposed at a landfill in accordance with all federal, state, and local laws
 - Hauling vehicles will be tarped and lined prior to transport
 - Each hauling vehicle will be filled to less than maximum capacity to avoid spillage
 - When necessary, spotters will be used to guide equipment operators and vehicles transporting materials
 - Decontamination of equipment will be performed, when necessary



Greenfield Environmental Multistate Trust LLC
Trustee of the Multistate Environmental Response Trust

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Multistate Trust 2021 Annual Progress Report

Questions and Discussion

What are some methods for centering the voices of affected residents and community members in our communications materials?



Questions and Discussion

What is the role of the news media in sharing information about our work in communities with environmental justice concerns?

Should we continue to invite media to our community meetings?

How can we avoid self-promotion, while sharing critical information, especially in instances when an accomplishment or milestone is the focus?



Questions and Discussion

How can we improve our approach to fact sheets, flyers, and other materials to make them more relevant, meaningful, or informative to community members?

Different colors? Less text? More images?



Questions and Discussion

We typically avoid showing residents' faces in photos. Are there any additional recommendations for sharing photos of community members in our materials?

Avoid photos of children, altogether?

Prioritize photos of larger group photos, instead of photos fewer people?

When should we seek a person's consent to be photographed at public events?



Questions and Discussion

Are there words or terminology to be aware of in communicating about our work in communities with environmental justice concerns?

Example: Tension between using “people of color” vs. “minority”?



Questions and Discussion

How can we design communication materials that share helpful information with residents, without appearing to be advancing marketing or promotional materials?

In what circumstance should we share promotional or branded materials (water bottles, pens, cinch sacks), if at all?

