

Doing a Good Job Is Not Enough: You Need to Let People Know

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Far Too Common Site



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- Orphan Site
- PCE Plume
- Dry Cleaners



“Anytown” - Central Valley



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Pop. ~50,000

>70% Latino or Hispanic

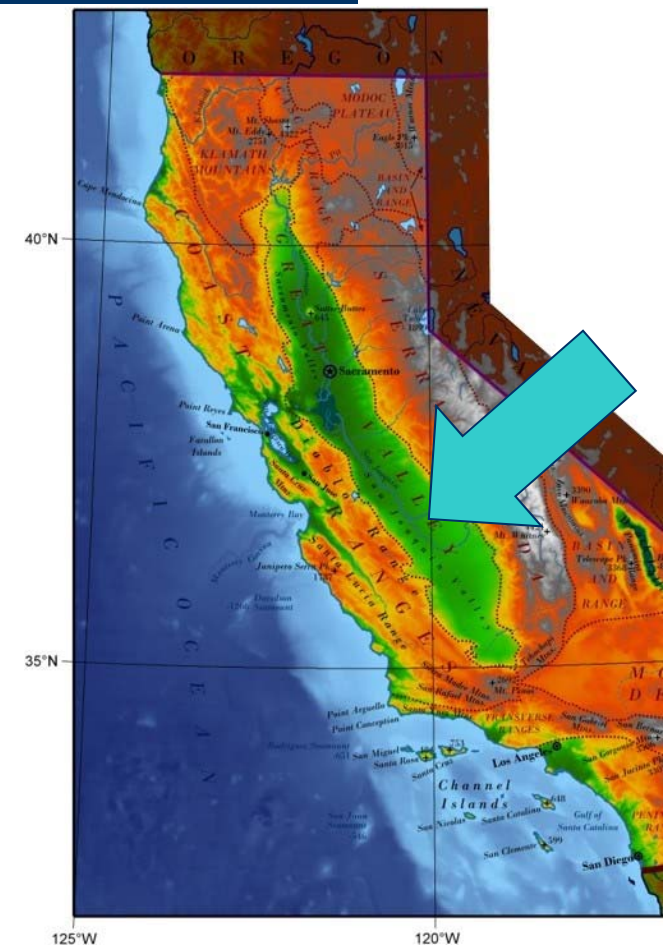
Main industry: agriculture

Tradition of activism (Farm Worker Unions)

High Poverty rate (~30%)

Low Education

- <5% Bachelor
- 35-44% over 25yr not finished HS



Community Profile



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Population Characteristics

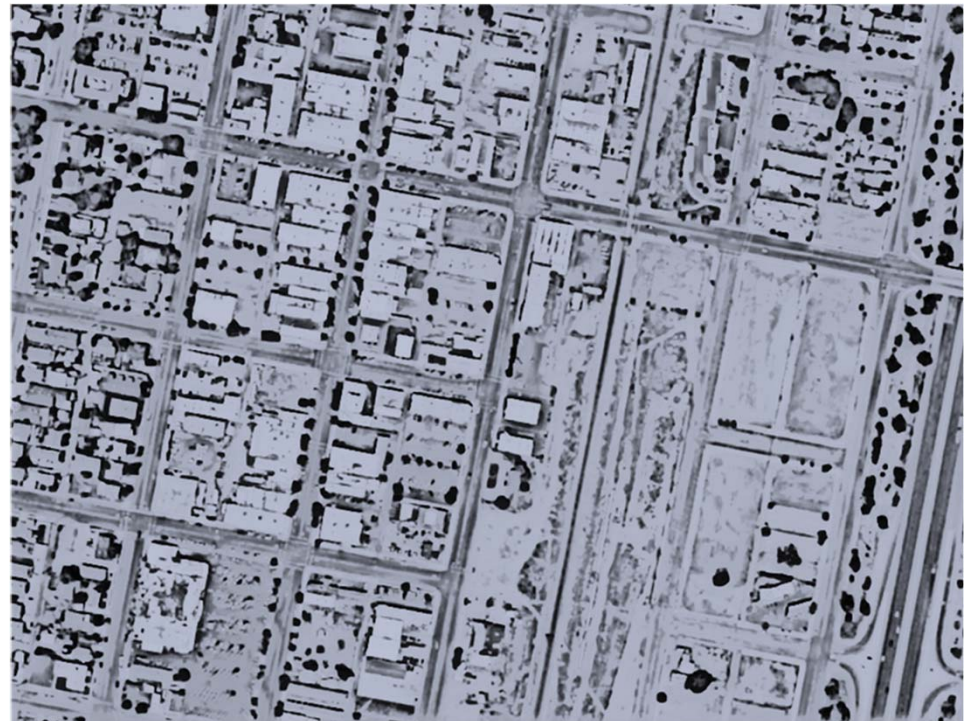
Sensitive Population Indicators	Percentile
Asthma:	61%
Low Birth Weight:	59%
Cardiovascular Rate:	73%
Socioeconomic Factor Indicators	Percentile
Education:	80%
Linguistic Isolation:	87%
Poverty:	73%
Unemployment:	39%
Housing Burden:	36%

Investigation Area



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- Downtown
 - Retail Shops
 - Medical Offices
 - Library
 - Church
- Residential Area



Communication Challenges



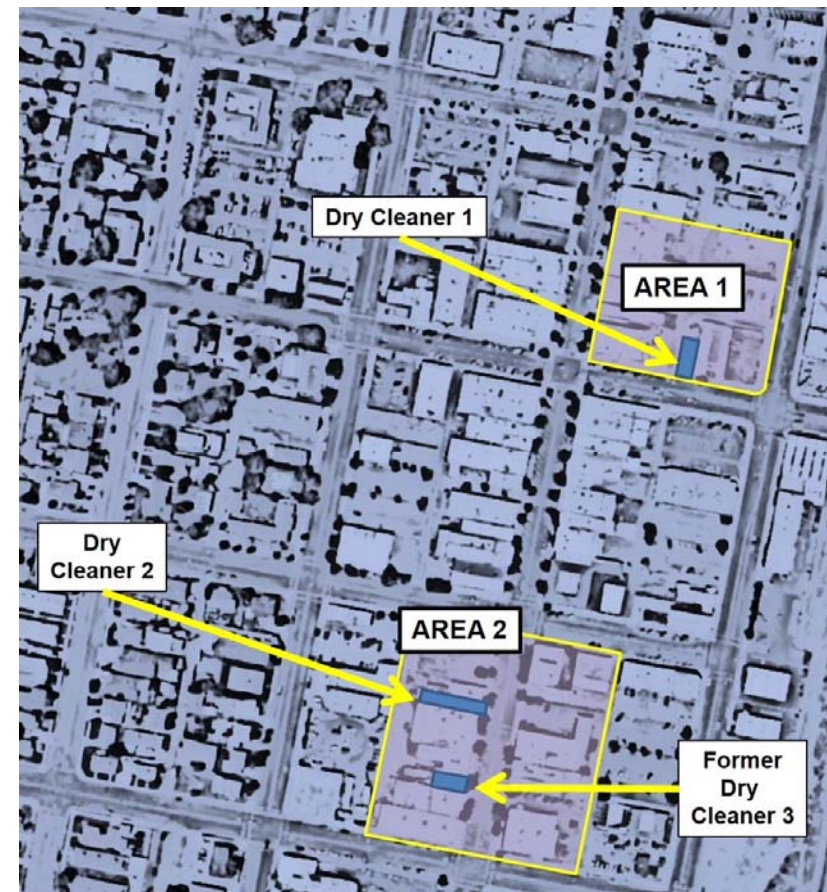
- Matter very technical ^{most} (and scientist are not the best communicators)
- Vapor Intrusion unfamiliar / scary
- Sampling intrusive / disruptive
- Groundwater contaminated

What people see



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There is a problem



What people see



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You have known for years



“Second quarter 2008 groundwater monitoring results submitted on behalf of the XYZ by Madeup Consulting, Inc., indicated PCE concentrations of up to 777 parts per billion”

Questions that Come to Mind (and what they actually mean)



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Why now?

Are we in danger?

Is that why you are taking action now?

You have known for many years, why you haven't done anything?

Why should I trust you now?

Partnering with Stakeholders



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- Environmental activist group
- City officials
- Chamber of Commerce
- On their turf
- Division Chief + Assistant Director for EJ
- Looking for partnership, collaboration, ideas on outreach and public meeting



What people don't see



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Following the bread crumbs

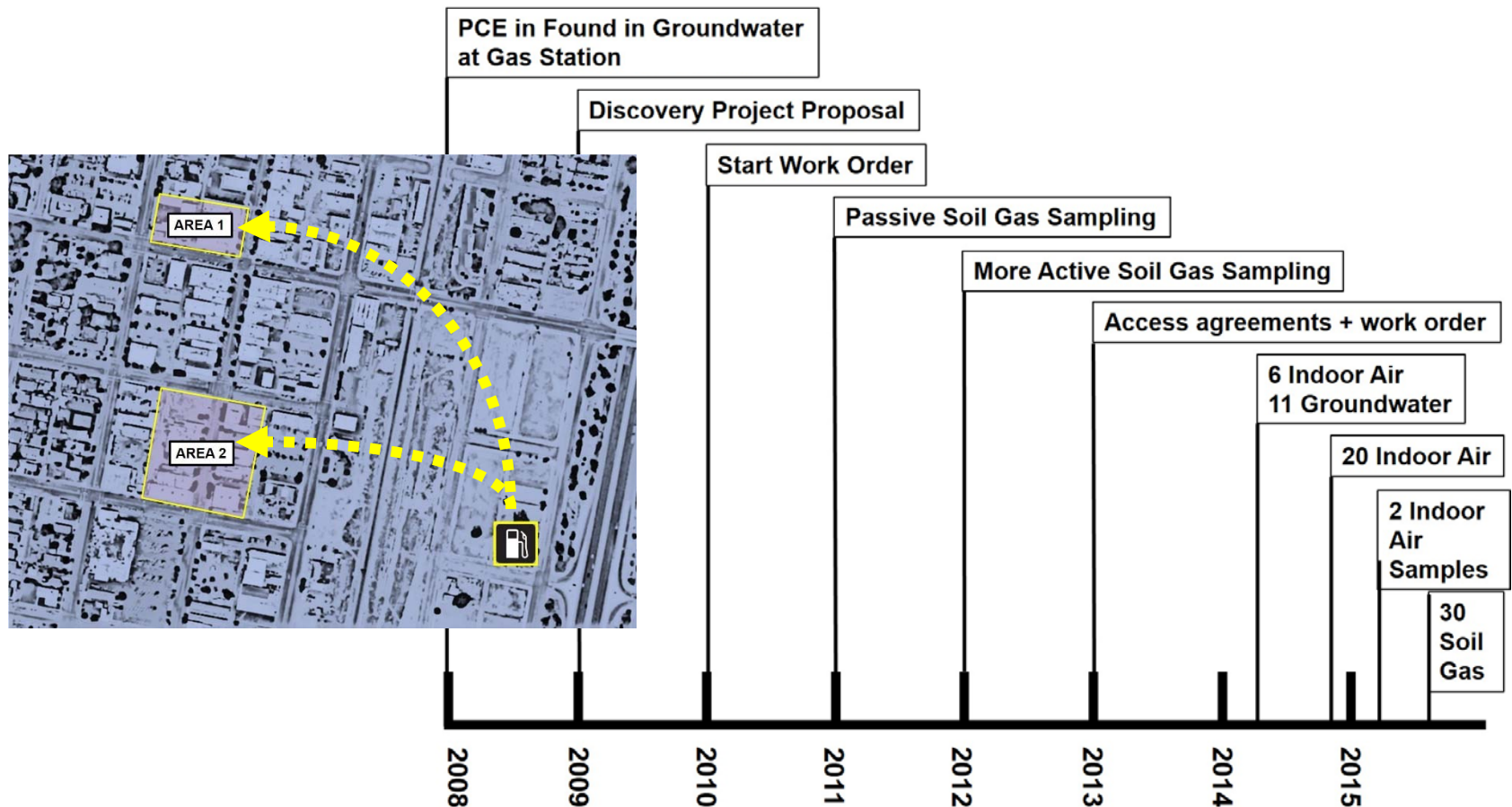


It all started from a call on
an unrelated investigation
with “unexpected” results

What people don't see







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We Did A Good Job

- Indoor Air Samples Collected 
- Quick Responses 
- Expanded Indoor Air Investigation 
- Soil Vapor Extraction Pilot Test 



Community Outreach

Communicate in Both English and Spanish



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Department of Toxic Substances Control - Fact Sheet

February, 2015

COMMUNITY UPDATE

The mission of DTSC is to protect California's people and environment from harmful effects of toxic substances through the restoration of contaminated resources, enforcement, regulation and pollution prevention.

Indoor Air Studies in downtown Anytown buildings

The California Department of Toxic Substances Control (DTSC) continues to investigate soil and indoor air contamination in the area of

DTSC has done indoor air sampling in a number of commercial buildings along Avenue, and Street. These studies show PCE in your air. In some stores, there is also TCE in your air. Dry cleaners used PCE and TCE as cleaning chemicals in the past. Dry cleaners may still use PCE. Your store is near a dry cleaner or a former dry cleaner business.

What are the risks to you?

Public Open House



February 26, 2015 from 4:30 to 7 p.m.

We will answer questions to face in the community meeting room at the Public Library, 92

Departamento de Control de Sustancias Tóxicas - Hoja de Datos

Febrero 2015

AVISO Comunitario

La misión del DTSC (por sus siglas en inglés) es proteger a las personas y el medio ambiente de California contra los efectos dañinos de las sustancias tóxicas a través de la restauración de los recursos contaminados, aplicación, regulación y prevención de la contaminación.

Estudios del aire Dentro de Edificios en el Centro Anytown

El Departamento del Control de Sustancias Tóxicas (DTSC por sus siglas en Inglés) sigue investigando la contaminación del aire dentro de edificios y la contaminación en el suelo, en el área

El DTSC ha tomado muestras del aire en varios edificios comerciales sobre la calle. Estos estudios demuestran la presencia de la química PCE. Dentro de algunos comercios, también existe TCE en el aire. Las limpiadurías, usaron PCE y TCE como químicas en las limpiadurías en el pasado. Algunas limpiadurías pueden toda vía usar PCE. Su comercio esta cerca de una limpiaduría, o un negocio

Junta de Puerta Abierta



Febrero 26, 2015, de las 4:30 a las 7:00 pm

El DTSC contestara preguntas en persona en el salon de juntas de la comunidad de La

Explaining Plain Language



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Explaining Plain Language



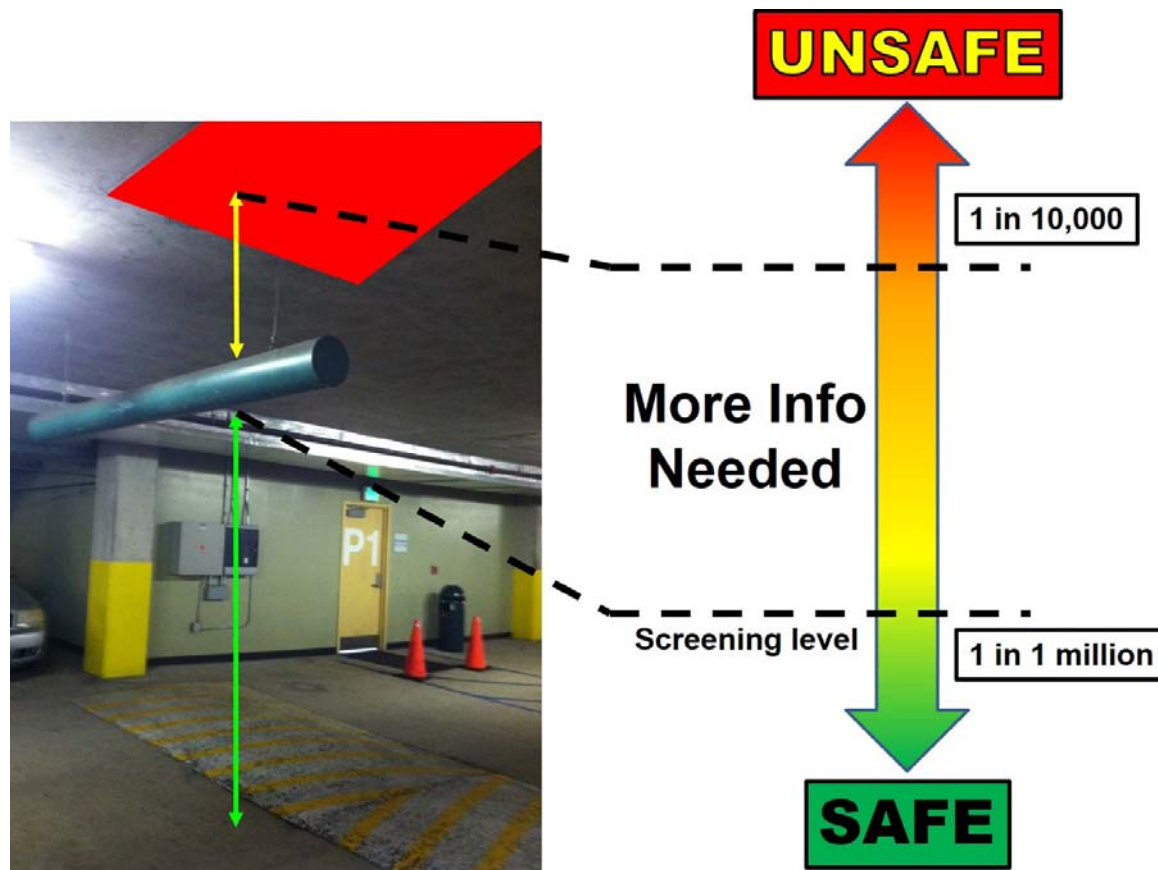
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	Action Needed	ACTIVITIES
LESS THAN SCREENING LEVEL	NO	None
1x to 100x SCREENING LEVEL	MORE INFORMATION	MORE SAMPLES MONITORING EVALUATE RISKS REDUCE EXPOSURE REMOVE SOURCE OF CONTAMINATION
More than 100 x SCREENING LEVEL	YES	REDUCE EXPOSURE REMOVE CONTAMINATION

Use Familiar Images



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Door to Door Outreach Personal Touch



COMMUNITY UPDATE

The mission of DTSC is to protect California's people and environment from harmful effects of toxic substances through the restoration of contaminated resources, enforcement, regulation and pollution prevention.

Street Address – Name of Business

DTSC has taken action to reduce the toxic chemicals seeping into the indoor air from underground contamination linked to historical dry cleaner operations.

These "Fast Responses" were taken at Street Address :

- Repair cracks in concrete slab
- Sealing of openings around pipes and/or wall cracks
- Add carbon filters to existing HVAC systems
- Stand-alone carbon filter unit.

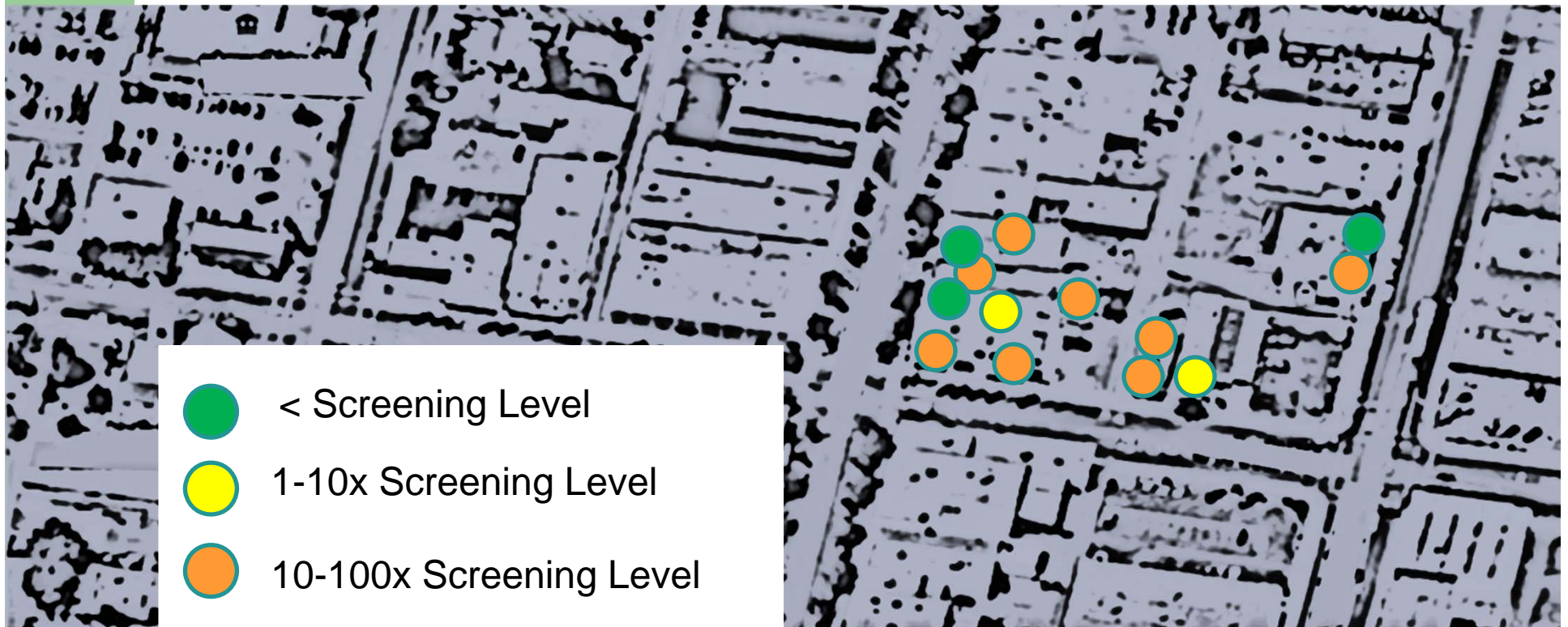
We went back and measured the toxic chemicals in the indoor air after the "Fast Responses" were in place to see how they worked

- Building Specific Reports
- During Business Hours
- Spanish Interpreter
- Prior to Public Meeting

Tell the Story: Demonstrate Progress



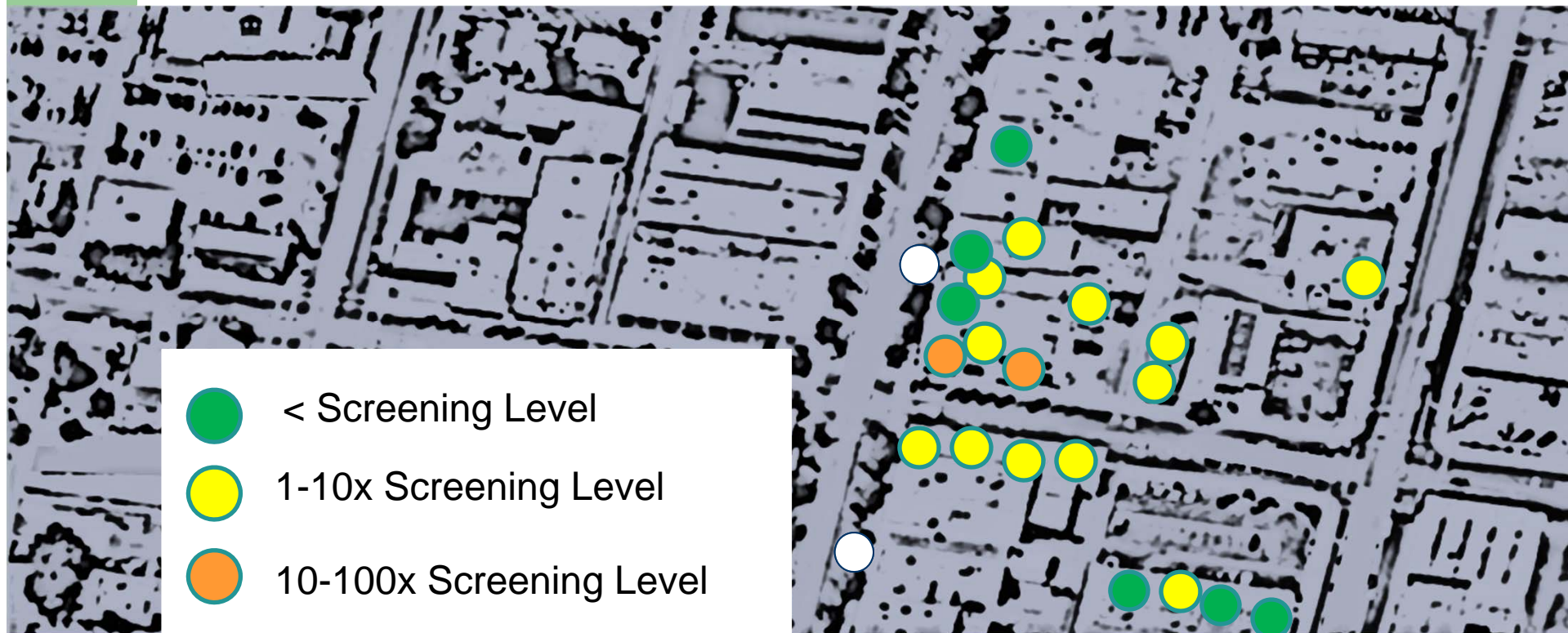
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Tell the Story: Demonstrate Progress



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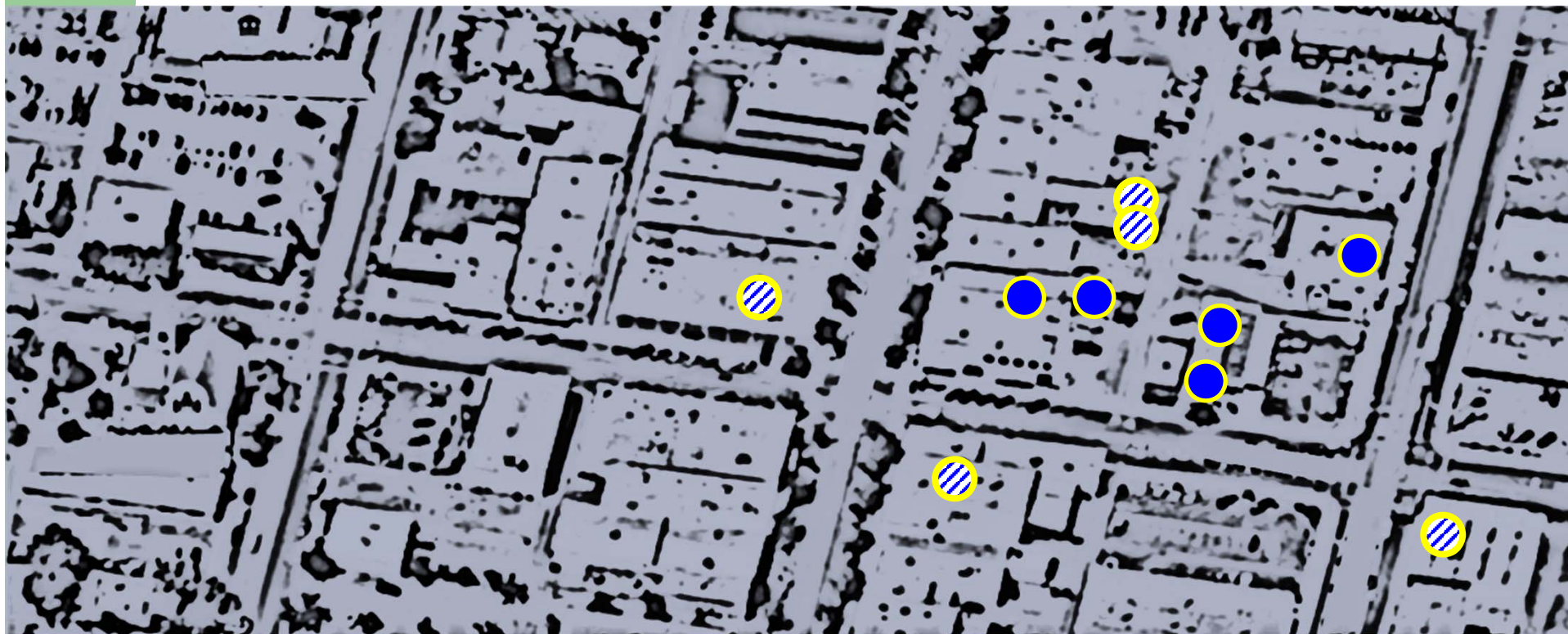


Expanded Sampling

Tell the Story: Demonstrate Progress



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Re-Evaluation



New Location

Future Sampling

Tell the Story: Show the Work



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Tell the Story: Show the Work



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Sealing floor drain

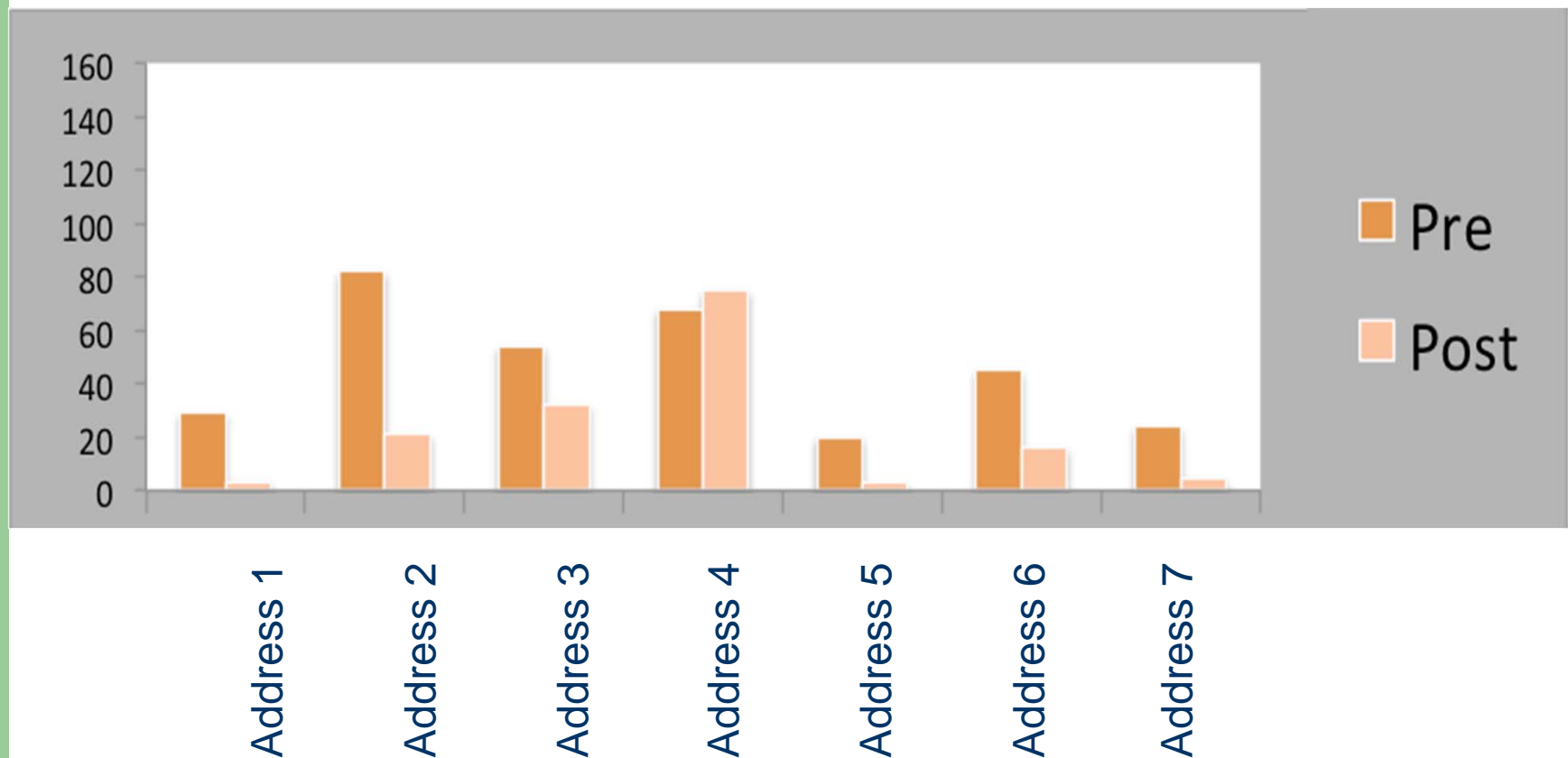


Placing new filter in new intake

Tell the Story: Demonstrate that it Works



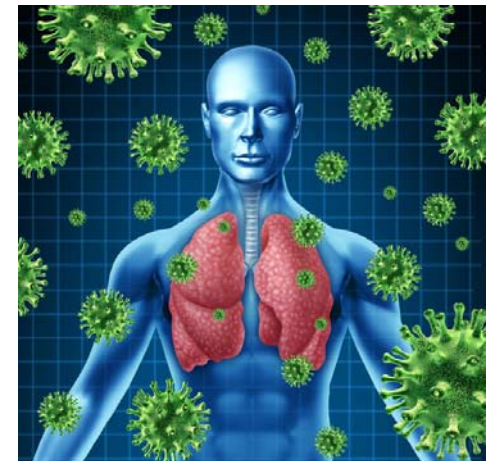
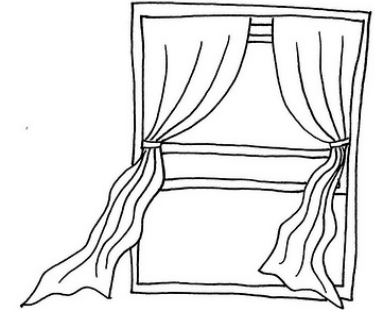
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Know the Community



- Typical advice: open the windows
- High incidence of “Valley Fever”:
can’t keep windows open



A Tree Falls in the Woods



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- Keep people informed
- Seek partners
- Be honest
- Be clear
- Show the work
- Know the community

