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Notify	Notify communications staff/departments of the documentary.
Prepare	Prepare a response strategy that relies on science, track record, benefits, etc.
Focus on	Focus on positives of biosolids, not criticizing the documentary.
Identify	Identify external validators who can provide positive, fact-based perspective.



















## Agriculture

















## DDOT Urban Forestry Administration & Casey Trees:





Presence	vs Toxicity	
	Biosolids	Other
Lead	30 ppm <sup>1</sup>	50-400 ppm: naturally occurring in soils <sup>3</sup> 100 ppm: recommended limit for gardening <sup>4</sup>
Triclosan (anti- microbial)	235 ppb <sup>2</sup>	3,000,000 ppb: Colgate toothpaste
PBDEs (flame retardant)	200 ppb <sup>2</sup>	500,000: household dust
	1: parts per million = c 2: parts per billion = p chips 3: <u>EP</u> A 4: <u>Univ. of Minnesota E</u>	ne drop in the fuel tank of a car inch of salt in ten tons of potato <u>xtension</u>
		Water Environm Federation





- Biosolids Programs:
  - Farmland
    - Stakeholders include:
      - Farmers
      - Neighbors (near and around application sites)
      - Elected officials, public health officials, extension agents

Water Environr Federation

Public sites (urbanland)

Stakeholders include:

- Golf courses and their customers
- Village and park managers and their constituents
- Homeowners and neighbors
- Elected officials, public health officials

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## **Targeted Stakeholder Outreach**

- Proactive approach:
  - Application site visits
    - Consult on topsoil / turf needs
  - Stakeholder / community meetings
  - End user survey
  - Promotional / educational materials Internal and external documents
  - Research Internal and external findings and results
  - Exhibiting at tradeshows / conferences

Water Environm Federation

Media	Advisories	
Metropolitan Water Rec Press Rel Press Rel MWRD seeks applica	amation District of Greater Chicago Materia BASCO Materia Mate	Metropolitan Water Reclamation District of Greater Chicago Press Release Extension data Appendix a set Appendix
Applications due September	2, 2016	Landscaping and Biosolids User awards
The Menophysika Ware Reclamation Dation of the Chicage Ward Will is screpting equiphention for the Chicage Ward Will is screpting equiphention for the Chicage Ward Ward Ward Ward Ward Ward Ward Ward	Gren information the checks I subawate Hieroscilli, La through rain hards Band Carline Band Same Band Same	<section-header><section-header><text><text><text><text><text><list-item><list-item><list-item><text><list-item><list-item><list-item><text><list-item><list-item><list-item><text><list-item><list-item><text></text></list-item></list-item></text></list-item></list-item></list-item></text></list-item></list-item></list-item></text></list-item></list-item></list-item></text></text></text></text></text></section-header></section-header>
Recovering Resources	Transforming Water	Recovering Resources, Transforming Water Eastbladed in 1889, dr MWED (www.mord.org) is as eard-visining, sprind purpose guerranest agency repeatible for waterwat transment and memories an ensemble in Cash (word: Blank).











5	Surveys 2015 & 20	)16	
USTAL	Thank you for participating in the Metropolitan WARF Reclamation District of Greater Chicago's third annual Sustainability Summit. The Summit is designed to offer an opportunity for community leaders, use cetted officials, public admini- about available sustainabile and financial resource es. It is our hope that you walk away with some ilease for accessing resource and partnerships that	SUSTAINABIL	Thank you far participating in the Metropolitan Water Beclamation District of Greater Chicago's fourth annual foutability Summit. The Summit is designed to offer an opportunity for community leaders, elected off clash, public admin latigation and land managers to network and learn des. It is our tops that you walk away with some kies a caccessing resources and partmensions.
SUMN	can help you in your work. In order to provide you with suitable programming at future events, please complete this survey.	SUMMU	can help you in your work. In order to provide you with suitable programming at future events, please complete this survey.
Section 1	Please select all topics you found interesting and helpful:	Section 1 Please selec	t all topics you found interesting and helpful:
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	Biosofide: A renewable local resource     Finding lots or forgetten funds through the Binois State Treasure's Office	Section 2 Please provi	de brief responses: 6 Sustainability Surient?
Section 2 How did you h	Please provide brief responses: ew about the 2015 Sectiaivability Summit?	Does your community site block scientist? (Bit name and contact	sids? If not, would you be inservented in scheduling a consultation with a soli left. If inserviced]
Does your con	mainly use bissolids? If not, would you be interested in scheduling a consultation with a soll	Will you consider applying for a	Biosofichs User for Green Landscaping Award next year?
scientist? (list )	ware and contact into, if interested)	What other topics would be ince	recting?
Will you consid	fer applying for a Biosolids User or Green Landscaping Award next year?	Any other communits? (level free to	n use the back if evenled
What other to	pics would be interesting?		
Any other con	energial (leaf free to use the book ( needed)	Section 3 Stay in touc	hl
Section 3	Stay in touch! © Call the Offers of Public Affans of 12-751-6613. We would be happy to arrange a spacer of participate in a community intrinsit revert. © Web convertigage at www.mean.org. Using us on Fockets at www.factoric.com/Memorphate/Weinficiaes/climitst and	Gall the Officer arrange a sp Viut our wait Like us on N fallow us on N	e of Public Atlans at 312-251-6533. We would be happy to ealite or participate in a community outmach event, apage at www.mwrit.org, octobult ar www.castock.com/NetropolitaeWaterRestanationOtishist and Seatter at @WWROCC.











Biosolids in the News
Sampling of articles generated through earned media
Chicago Tribune <u>http://www.chicagotribune.com/suburbs/daily-southtown/news/ct-sta-flooding-meeting-st-</u> 1019-20161017-story.html
Homewood Flossmoor Chronicle <u>http://www.hfchronicle.com/article/2016/oct/03/ecological-work-coyote-run-golf-course-</u> <u>wins-award-h-f-park-district</u>
Millennium Reserve Monthly http://us9.campaign- archive2.com/?u=52c09c80aae494a01311c8614&id=ff1ab21f57&e=d46ccac95b
Chicago Tribune http://www.chicagotribune.com/suburbs/skokie/community/chi-ugc-article-the-village-of- skokie-receives-an-honorable-m-2016-10-19-story.html
Montreal Gazette <u>15 1208_Biosolids Green Spaces_Montreal Gazette.pdf</u>
Water Environment

















28













## Formulating & executing your plan

GETTING THE MESSAGE OUT

Build a list of stakeholders & ensure the message is appropriate

Execute using a diverse range of communications approaches/channels, for example:

- Introductory letters to educate & inform the community about the initiative
- Establish & foster ongoing relationships with key community leaders
- Voluntary facilitation of a Public Advisory/Liaison Committee
- Public information centres (PICS) & presentations w/displays
- Reference & share information/research/references from credible, third party sources, (industry experts, customers, associations, educational institutions)

Water En

- Offer tours of any enabled sites (as practical)
- Get articles, endorsements & "good news" stories into the media!









LYSTEK PROD	UCT LABEL	
Registration Number 200	9017D Fertilizers Act	
BRAND FTEITLIZZE NAME GRADE MANTFACTTRER S PRODUCT WEIGHT	LYSTER LYSTER PROCESSED BIOSOLIDS 5-25 17Y OF GUILERE WASTEWATER ERVETS, 59 CARDEN STREET, UILDER, ON NIE 3AL WEIGHT ON BELL OF LADING	
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Souther Protect (5,0) Organic Matter DRECTIONS FOR USE: Measurum application roles for Lystek product sho Reference should be made to local Agricultural Gu refer to man Lystek Product.	2% 6% wild not escool 4 dry tomes per hectare, idelines regarding crop sotrant requirement	Word Januaria Tyrock Instantianal Ioa 1423 Halooy St. V. (2013) Cambridge, Ottaria, STIR 4/9
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