
AGENDA
St. Johns Landfill RI-FS
Public Involvement Group
(12-15-03)

- **Contractual Context for Public Involvement** (Paul V.)
- **Proposed Public Involvement Program** (Katy B.)
- **Discuss Proposed Program** (Group)
- **Outline Plan for Phase I** (Group)
- **Determine Next Steps** (Group)

*Phase 1 s/b
completed by
~ end of Aug./
beg. of Sept. 04*

MEMORANDUM

DATE: December 2, 2003
TO: Paul Vandenberg, Project Manager
FROM: Katy Brooks, The JD White Company, Inc.
RE: Metro St. Johns Landfill RI & FS
Draft Public Involvement Approach & Budget Estimates

The following program encompasses public involvement for the duration of the remedial investigation and feasibility study. This proposal includes potential tasks, some or all of which Metro may want to incorporate into the project.

SITUATION ANALYSIS

Whether active or dormant, the St. Johns landfill has long been a prominent feature in the mindset of the St. Johns/North Portland community. Community issues surrounding the landfill include health, safety, and the landfill's effects on natural resources, as well as a historic felt need for parity in discussions with public agencies and the effects many projects have had on St. Johns and North Portland. For some St. Johns' residents and interested parties, Metro's original evaluation and capping of the landfill were perceived to include public input but did not fulfil commitments.

need to be clear in expectations

Although Metro is the inheritor rather than the originator of the landfill, the public nonetheless will perceive landfill issues as Metro's responsibility. The Oregon Department of Environmental Quality (DEQ) will be viewed as the regulator of the site, will have a different set of responsibilities, and will be perceived differently by the public.

There is significant public interest in the status and the fate of the landfill, and desire for active participation in the Remedial Investigation and Feasibility Study (RI/FS) process. The public process of the study must deal effectively with perceptions of the past formed by a long community memory and with potential distrust of previous processes. For the future, the study must accommodate public involvement in a new and complicated RI/FS, demonstrate transparency and consistency in communicating Metro's goals, alleviate public concerns, and gain understanding and acceptance of conclusions and remedies. A core group will want to participate actively in the process, while many interested bystanders will watch with interest how the project progresses.

need to be realistic

how can we influence composition of core group

STAKEHOLDERS

Public Agencies

- City of Portland, BES, and Parks Department
- Port of Portland (Rivergate Industrial Park and terminals)

Fish & Wildlife Agencies (RA, ESA)

Metro Advisory Groups

- Smith and Bybee Lakes Management Committee

Environmental Groups

- Friends of Smith and Bybee Lakes
- Columbia Slough Watershed Council
- Oregon Center for Environmental Health

Neighborhoods & Interested Individuals

- St. Johns Neighborhood Association
- North Portland Neighborhoods Coalition
- Owners of nearby private businesses/properties
- Other interested individuals

Business Groups

- Columbia Corridor Association
- St. Johns Boosters
- North Portland Business Association
- Rivergate Tenants Association

Recreation Groups

- 40-Mile Loop Land Trust
- Citizen Recreational Users of Smith and Bybee Lakes Wildlife Area

Schools

- Open Meadow Alternative School
- Roosevelt High School

Minority Communities

- Latino, Asian, Russian, other

KEY POTENTIAL ISSUES

- Credibility of Metro and DEQ (historic decisions and perceptions by St. Johns community and others)
- Sampling area of existing data is smaller than what some community members want
- Risk-based modeling as opposed to additional data collection as a starting place for the RI/FS
- Type of materials within the landfill (chemical) and public perception of safety
- Effects on human/environmental health and safety (risk-based investigation)
- Believability and limitations of the RI and risk assessment results
- Public perception of recommended remedies
- Long-term use of and public access to the landfill

lack of understanding?

*key to know
basis of
credibility gap*

*Lack of understanding
of landfill system
"Landfill 101"*

GOALS

- Be inclusive and transparent with the public and interested parties
- Establish trust
- Gain understanding and agreement from the community and interested parties on the methodology of investigation and risk assessment
- Continue inclusive, open communications with the community as the feasibility study is conducted and potential remedies are formed
- Identify potential future uses for the landfill and a process to continue this dialogue with the community and other interested parties

*landfill itself & the
methodology of*

gain perception of Metro as environmental steward & community partner of SJLF & SBLWA

APPROACH

Metro's role as the owner and responsible party of the St. Johns landfill challenges and also makes opportunities for successfully completing an RI/FS that enjoys public understanding and support. The JD White Company, Inc. (TWC) recommends a transparent, inclusive public process that includes public involvement and dispute resolution tools.

There are likely many diverse opinions as well as many differing perceptions and concerns about the landfill. To better assess perceptions and levels of interest, TWC recommends a series of stakeholder interviews that will result in an informed assessment to serve as the foundation of an appropriate, effective public process.

Metro currently has public programs in North Portland that relate directly to the landfill, including the Smith and Bybee Lakes Management Committee, a community grant program, a schools partnering/education program, and consistent outreach to the community. These programs will be important to continue education and interaction with the greater North Portland community during the RI/FS process.

Several individuals in the St. Johns community have already engaged Metro and DEQ in discussing their concerns, and these individuals have expressed their interest in participating in the RI/FS process. Project workshops and site tours are recommended as a forum for regular, open communication with those who wish to be actively involved in the RI/FS. The community will watch these individuals and how they interact with Metro and DEQ. It will be important to include these highly motivated individuals in the formation and implementation of a public involvement process.

Several objectives will need to be achieved through the public involvement process:

- Involve the public early in the process (prior to the RI proposal, if possible)
- Provide forums that encourage public participation
- Decrease fear of the unknown through hands-on education and dialogue
- Achieve a productive level of understanding of the RI/FS methodology, pathways, contaminants, and risk assessment
- Gain trust through consistent communications and inclusion
- Achieve majority understanding and approval of the conclusions and potential remedies
- Identify and gain agreement on potential long-term public use of the landfill and next steps

The appropriate roles of DEQ and Metro in community outreach will partially determine how Metro interacts with the public. It will be essential for Metro to include DEQ, as the regulator of the site, in the public involvement program. In the role of the regulator, DEQ will hold its own meetings and public dialogues. In the role of the owner, Metro's task is to achieve public acceptance of the method and conclusions. The public and interested parties will look to Metro as the party responsible for meeting DEQ regulations that ensure the landfill is safe. Metro also will be seen as the long-term owner and operator of the site.

- Engage stakeholders in the process that represent local interests as well as the broader community.

PROJECT/PUBLIC OUTREACH POTENTIAL TOOLS & TASKS

Public involvement and issue resolution will be utilized within all major phases of the RI/FS. The tasks outlined below include coordinated efforts between Metro staff and TWC toward a comprehensive approach.

STAKEHOLDER ASSESSMENT

Roles: TWC lead (Katy Brooks), with Metro staff advising on the stakeholders to be interviewed. Katy will conduct stakeholder interviews with key community, environmental, business, public agency, and recreational representatives.

Outcome: A stakeholder report outlining key ideas, concerns, and comments regarding the St. Johns landfill, the RI/FS, expected outcomes, and views regarding Metro's role and responsibilities.

Timing: Stakeholder interviews will be conducted if possible before, or immediately following, the finalization of the RI proposal.

Estimated Cost:

Cost includes 12 interviews and an assessment report.

*agree this is imp
but seems like a
not all \$\$\$*

~~\$12,000~~
\$7,680

LANDFILL SITE TOURS

Roles: Metro staff leads tours, while TWC disseminates invitations, coordinates reservations, and coordinates tours.

Outcome: Greater understanding of the site and its current status, and a forum for discussion and understanding of the RI and assurance of thorough, science-based assessment of risk.

Timing: RI proposal, RI, and risk assessment phases

Estimated Cost:

Cost includes six tours.

*Imp. to mix groups for
tours - not all just 1 interest.*

\$4,000

COMMUNITY WORKSHOPS

Roles: TWC's Katy Brooks facilitates workshops and TWC staff coordinates meetings and materials, while Metro staff participates in meetings and helps identify participants and develop discussion agendas.

Outcome: Provide for regular communication/meetings with key stakeholders regarding the development of the RI and risk assessment approach, explanation of findings, discussion of feasible remedies and potential long-term issues, and plans for the site. Regular communications will build trust and acceptance through transparent, inclusive discussion. This true community participation will benefit not only those already engaged and those watching the RI/FS with interest from the sidelines, but also those who may learn of the process at some point during the RI/FS.

Timing: RI, risk assessment, feasibility study phases

Estimated Cost:

Cost includes TWC agenda development, recruitment and notification, and coordination for eight workshops.

\$22,000

Alternative Cost:

Alternative includes Metro staff coordinating membership and meetings and TWC's Katy Brooks acting as facilitator and strategic advisor.

\$12,000

*Do in prs? / staff
w/ Katie, have Katie
do follow-up call?*

*and questions
to ask*

PROJECT FLYERS/NEWSLETTER

Roles: TWC will provide copy and some graphic assistance (photos from meetings, etc.) for up to five 4-page newsletters throughout the RI/FS. Metro will provide graphics, printing, mail list maintenance and dissemination.

Outcome: Regular communication with those who will be interested in the outcome of the RI/FS, but may not be willing to participate in the process. Progress on the project, as well as communicating discussions from the workshops and the Smith and Bybee Lakes Management Committee, will help assure residents that this is a fair, open process.

Timing: Key milestones during project.

Estimated Cost: \$7,000

MEDIA RELATIONS *- maybe some editing?*

Roles: Metro staff will be the media contact; TWC will write news release copy and media materials.

Outcome: Proactive media relations will be important to communicate Metro's efforts to complete a thorough, open RI/FS process and to address potential public issues as they arise.

Timing: Ongoing throughout project.

Estimated Cost: \$1,500

Cost estimate includes two news releases and copy for six media one-pager supplemental materials.

SMITH AND BYBEE LAKES MANAGEMENT COMMITTEE *- not needed beyond PI grp discussions*

Roles: Metro staff lead; TWC will provide assistance as needed.

Outcome: TWC will provide as-needed assistance in communication strategy, agenda development, and materials review.

Timing: Ongoing throughout project.

Estimated Cost: \$1,300

COMMUNITY GRANTS

Roles: Metro staff lead and TWC assistance in communicating programs and benefits in newsletters, workshops, etc.

Outcome: Effective and consistent communication to North Portland neighbors and stakeholders about this important ongoing program.

Timing: Ongoing throughout project.

Estimated Cost: none

Cost will be absorbed in other programs.

TEAM STRATEGY AND COORDINATION MEETINGS

Roles: It will be critical for Metro staff and TWC to closely coordinate programs while allowing flexibility to address issues as they come up.

Outcome: Well-coordinated, cost-efficient public outreach and stakeholder communication that addresses public and stakeholder issues effectively and responsively before they have a chance to escalate.

Timing: Ongoing throughout project.

Estimated Cost: \$5,000

Cost includes up to 12 2-hour meetings.

PHASED PUBLIC INVOLVEMENT

PHASE I – Development and Completion of RI Work Plan

1. STAKEHOLDER ASSESSMENT

Product: TWC will provide stakeholder report outlining key ideas, concerns, and comments regarding the St. Johns landfill, development of the RI Work Plan and the RI/FS process, expected outcomes, and views regarding Metro's role and responsibilities. This report will form the basis for public involvement program development for phases II and III.

Estimated Cost: ~~\$13,000~~
Cost includes 12 interviews and an assessment report.

2. LANDFILL SITE TOURS

Product: Metro will complete up to two landfill site tours with key interested groups/individuals to gain familiarity of the site as a reference during the development of the RI Work Plan. TWC will work with Metro to identify and invite potential attendees, and assist Metro staff in preparing tour logistics and areas of coverage.

Estimated Cost: \$2,000

3. WORKSHOPS

Product: TWC will recruit participants, develop agendas and work with Metro to prepare for up to two, two-hour community workshops regarding the RI/FS and Risk Assessment process, and the development of the RI Work Plan. TWC will facilitate the workshops, and help Metro and Hart Crowser prepare materials.

Estimated Cost: \$5,500

3. PROJECT NEWSLETTER

Product: TWC will write copy for one, four-page newsletter regarding the RI Work Plan. Metro will develop the mailing list, design, print and disseminate the newsletter.

Estimated Cost: \$1,400

3. TEAM MEETINGS

Product: TWC will attend up to 4 2-hour team strategy meetings with Metro and Hart Crowser staff.

Estimated Cost: \$1,680

Costs for All Phase I PI Options: ~~\$23,580~~
\$ 18,260

PHASE II – Development and Completion of RI Risk Assessment

1. LANDFILL SITE TOURS

Estimated Cost for Four Tours: \$1,200

2. COMMUNITY WORK SHOPS

Estimated Cost for 4 Work Shops: \$11,000

3. PROJECT NEWSLETTER

Estimated Cost for 3 Newsletters: \$4,200

4. MEDIA RELATIONS

Estimated Cost for one News Release: \$750

5. SMITH AND BYBEE LAKE MANAGEMENT COMMITTEE

Estimated Cost for Communication Assistance: \$650

6. TEAM MEETINGS

Estimated Cost for Four Team meetings: \$1650

Costs for All Phase II PI Options: \$19,450

PHASE III – Development and Completion of FS Work Plan

1. LANDFILL SITE TOURS

Estimated Cost for 2 Tours: \$800

2. COMMUNITY WORK SHOPS

Estimated Cost for 2 Work Shops: \$5,500

7. PROJECT NEWSLETTER

Estimated Cost for 1 Newsletter: \$1,400

8. MEDIA RELATIONS

Estimated Cost for one News Release: \$750

9. SMITH AND BYBEE LAKE MANAGEMENT COMMITTEE

Estimated Cost for Communication Assistance: \$650

10. TEAM MEETINGS

Estimated Cost for Four Team meetings: \$1650

Costs for All Phase III PI Options: \$10,750