



Field Trips

Poster Sessions

Technology Demonstrations

Plenary/Information Sessions

# 12<sup>th</sup> Community Involvement Training Conference

July 19-21, 2011 | Arlington, VA

*Community Involvement in the 21st Century:  
Embracing Diversity, Expanding Engagement, Utilizing Technology*



Conference Booklet

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elcome to the twelfth Community Involvement Training Conference sponsored by the U.S. Environmental Protection Agency (EPA) and hosted by EPA Region 3. The theme of this year's conference is *Community Involvement in the 21<sup>st</sup> Century: Embracing Diversity, Expanding Engagement, Utilizing Technology*.

During the 2011 conference, we not only want to showcase community involvement as it is, but also how it is evolving and how to expand its effectiveness by using existing and new technologies and techniques. We intend to accomplish this by focusing on three key areas—Embracing Diversity, Expanding Engagement, and Utilizing Technology—to expand and improve EPA's efforts to educate, communicate, engage, and partner, in an open and transparent manner, with those who are impacted by environmental issues and concerns.

This year's conference features twenty-one 90-minute information sessions and nineteen three-hour, four-hour, and seven-hour training sessions. The agenda also incorporates plenary sessions featuring guest speakers, including EPA Deputy Administrator Bob Perciasepe and a moderated panel session led by senior EPA officials. For those who like to view first-hand the impact of effective community involvement, we have included four field trips in the Washington, DC area. As with past conferences, we have included a poster session, exhibits, and a variety of networking opportunities and evening activities to add value and fun to the experience. All of the conference sessions are designed to enhance the skills of community engagement practitioners.

The conference planning committee deserves a special note of thanks. The committee was chaired by EPA's Office of Solid Waste and Emergency Response. The committee has worked hard over the past year to put together a conference of interesting, culturally diverse, and interactive sessions that provide an unparalleled training and educational experience. This year, the City of Arlington, Virginia, is hosting the conference at the Renaissance Arlington Capital View Hotel.

This booklet provides key information about conference activities as well as transportation and dining options. In keeping with our "Green Meeting" efforts to reduce waste, we do not plan to distribute this document at the conference. However, we will have multiple copies of this document and presentation abstracts available for viewing in each meeting room and at the registration area. Should you want a copy for yourself, we suggest you print a copy to bring with you to the conference.

We hope you enjoy the conference and that you leave Arlington with new ideas and approaches for meeting the needs of your communities.



*Laura Knudsen, 2011 EPA Conference Chairperson  
Office of Solid Waste and Emergency Response*

## Conference At-A-Glance

<b>Tuesday, July 19</b>	
7:15-8:15	<i>Registration/Welcome/Continental Breakfast/Totebag Exchange</i>
8:15-9:45	<p><b>Opening Plenary Session</b></p> <ul style="list-style-type: none"> <li>• Military District of Washington Joint Armed Forces Color Guard &amp; A Cappella Vocalist (Sergeant Vicki Golding, 257<sup>th</sup> Army Band)</li> <li>• Opening Remarks: Shawn M. Garvin, Regional Administrator, U.S. EPA Region 3</li> <li>• Keynote Presentation: “Not-So-Strange Bedfellows” by by Tad McCall, MBO Partners and Lenny Siegel, Center for Public Environmental Oversight</li> <li>• Housekeeping Announcements</li> </ul>
9:45-10:00	<i>Break</i>
10:00-11:30	<p><b>90-Minute Information Sessions</b></p> <ul style="list-style-type: none"> <li>• Community Involvement Plan of the Year—Enhanced Engagement through Innovation</li> <li>• Expanding Community Engagement through Environmental Health Fairs</li> <li>• OSWER’s Community Engagement Initiative: Authentic and Meaningful Public Participation in EPA Waste Programs</li> <li>• Partnering with Companies to Enhance Community Engagement and Understanding</li> <li>• Serious Play: Can Public Meetings Be Fun?</li> <li>• The Environmental Justice Community Information Website: Stakeholders Information Resource</li> <li>• Using Federal Advisory Committees to Engage Communities and Address Concerns Holistically</li> </ul>
11:30-12:45	<i>Lunch (On Your Own)</i>
12:45-2:15	<p><b>90-Minute Information Sessions</b></p> <ul style="list-style-type: none"> <li>• Best Practices for Engaging and Involving Environmental Justice Community Residents</li> <li>• CARE—A Model for Community-Based Environmental Problem Solving</li> <li>• Creating, Collecting, and Telling our Stories: Tools for Multi-Stakeholder Engagement</li> <li>• Expanding Engagement in Large Public Comment/Listening Forums</li> <li>• Finding, Understanding, and Engaging in Cleanups in Your Community</li> <li>• Human Health Risk Assessment: Unpacking the “Black Box”</li> <li>• State of the Practice and Planning: The 2011 Public Participation Summit</li> </ul>
1:30-5:30	<b>Field Trip:</b> Anacostia Watershed Society
2:15-2:30	<i>Break</i>
2:30-5:30	<p><b>Field Trip:</b> Kenilworth Park and Aquatic Gardens</p> <p><b>Three-Hour Training Sessions</b></p> <ul style="list-style-type: none"> <li>• Engaging a Public, Fact or Fiction, “REAL INPUT”</li> <li>• Fundamentals of Public Participation—Engaging People in a Meaningful Way</li> <li>• Getting Past the Usual Suspects: Avoid the Hijackers and Create More Balanced Participation</li> <li>• The Mindset Dilemma—Part I: Media Modifying Mindset; Part II: Community Engagement Strategies; Part III: My Perspective</li> <li>• Understanding “Citizen Journalism”—A Social Media Workshop</li> </ul>
6:00-7:30	<b>Poster Session/Networking Reception</b>

<b>Wednesday, July 20</b>	
7:15-8:00	<i>Exhibit and Poster Viewing/Continental Breakfast/Totebag Exchange</i>
8:00-9:30	<b>90-Minute Information Sessions</b> <ul style="list-style-type: none"> <li>• Community Engagement in Breaking the Cycle of Environmental Health Disparities</li> <li>• Engaging Diverse Communities through Mediation: Superfund on Tribal Lands and Environmental Justice</li> <li>• MarineMap—An Innovative Collaborative Support Technology Improving Community Engagement</li> <li>• Obstacles to Community Involvement: Hidden Agendas and Dirty Tricks</li> <li>• Planning and Providing Meaningful Environmental Justice Educational Experiences</li> <li>• The Importance of Understanding Communication in Disaster Response and Recovery</li> <li>• Using the Neighborhood Cohesion Calculator</li> </ul>
9:30-9:40	<i>Break</i>
9:40-11:10	<b>Plenary Session</b> <ul style="list-style-type: none"> <li>• Keynote Presentation by Bob Perciasepe, Deputy Administrator, U.S. EPA</li> <li>• Panel Session: "Setting EPA Table for Community Engagement" <ul style="list-style-type: none"> <li>• Panel Moderator: Bruce Engelbert</li> <li>• Gina McCarthy, Assistant Administrator, Office of Air and Radiation, U.S. EPA</li> <li>• Cynthia Giles, Assistant Administrator, Office of Enforcement and Compliance Assurance, U.S. EPA</li> <li>• Mathy Stanislaus, Assistant Administrator, Office of Solid Waste and Emergency Response, U.S. EPA</li> <li>• Dr. Ellen Gilinsky, Senior Policy Advisor, Office of Water, U.S. EPA</li> </ul> </li> </ul>
11:10-11:20	<i>Break</i>
11:20-12:20	<b>60-Minute Open-Time Sessions</b> <ul style="list-style-type: none"> <li>• Where Do We Go From Here? <i>Discussion of burnout, future jobs and/or careers as a Community Involvement Coordinators</i></li> <li>• Vapor Intrusion: Involved-Stakeholder Awareness of the Uncertainty (and Multiple Benefits of Controls)</li> <li>• Partnering with Universities/ Non-Profits to meet the Technical Needs of Communities</li> <li>• Cleanups at Federal Facilities: An Update and Discussion</li> <li>• Increasing Access to Health and Health Care for Environmentally Burdened and Medically Underserved Communities</li> <li>• Importance of Media and Communication Alternatives as a Function of Demographics</li> <li>• When the Responsible Party is Responsible for Community Outreach</li> </ul>
11:20-1:30	<b>Technology Demonstration Area</b> open
12:20-1:30	<b>Table Topics Informal Networking Lunch</b> (\$15) <i>Conversation with Technology Demonstration Area Presenters or Lunch on Your Own</i>
12:30-5:30	<b>Field Trip:</b> Casey Trees (includes lunch for \$10)
1:30-5:30	<b>Four-Hour Training Sessions</b> <ul style="list-style-type: none"> <li>• Collaborative Governance or Collaborative Government? A Framework &amp; Analysis Tool</li> <li>• Making Meetings Work: Approaches and Tools for Better Meetings</li> <li>• Present Effectively with Style and Skill</li> <li>• Quality vs. Quantity: The Evasive Quest to Measure Community Engagement Effectiveness</li> <li>• Risk Communication: Messaging to Build Trust and Understanding</li> </ul>
	<b>Field Trip:</b> Anacostia Watershed Society
6:30-9:30 5:45 & 6:15	<b>Evening Activities:</b> <ul style="list-style-type: none"> <li>• Monuments by Moonlight Tour (Meet in front of hotel for trolley)</li> <li>• Dinner in Old Town Alexandria (Meet in front of hotel for buses)</li> </ul>

**Thursday, July 21**

7:15-8:00	<i>Exhibit and Poster Viewings/Continental Breakfast/Totebag Exchange</i>
8:00-9:00	<p><b>Plenary Session</b></p> <ul style="list-style-type: none"> <li>• Keynote Presentation: “Bringing Citizen Voices into Government” by Dr. Carolyn Lukensmeyer, <i>AmericaSpeaks</i></li> <li>• Poster Session Awards Announcements</li> <li>• Closing Remarks</li> </ul>
9:00-9:15	<i>Break</i>
9:15-12:15	<p><b>Three-Hour Training Sessions</b></p> <ul style="list-style-type: none"> <li>• Embracing Diversity in Collaborative Environmental Decision Making</li> <li>• Getting the Right Information to the Right Place, at the Right Time: Community Perspective to Agency Outreach</li> </ul> <p><b>7-Hour Training Sessions (Part 1—Morning Sessions)</b></p> <ul style="list-style-type: none"> <li>• Basic, Intermediate, and Advanced Risk Communication Skills: Diverse Audience Applications</li> <li>• Bridging Theory and Practice in Effective Communication for Community Engagement</li> <li>• Doing MORE with LESS: 21<sup>st</sup> Century Technology Tools for Communicating BETTER with Diverse Publics</li> <li>• Interest Based Negotiations—You CAN Get What You Need</li> <li>• You Get What You Measure<sup>®</sup>: An Alternative Strategic Planning and Evaluation Tool for Progress You Can See</li> </ul>
12:15-1:30	<i>Lunch (On Your Own)</i>
1:30-5:30	<p><b>Four-Hour Training Sessions</b></p> <ul style="list-style-type: none"> <li>• Enhancing Community Profile Development: Identifying Community Characteristics and Behavior Templates</li> <li>• The Power of Apology</li> </ul> <p><b>7-Hour Training Sessions (Part 2—Afternoon Sessions)</b></p> <ul style="list-style-type: none"> <li>• Basic, Intermediate, and Advanced Risk Communication Skills: Diverse Audience Applications</li> <li>• Bridging Theory and Practice in Effective Communication for Community Engagement</li> <li>• Doing MORE with LESS: 21<sup>st</sup> Century Technology Tools for Communicating BETTER with Diverse Publics</li> <li>• Interest Based Negotiations—You CAN Get What You Need</li> <li>• You Get What You Measure<sup>®</sup>: An Alternative Strategic Planning and Evaluation Tool for Progress You Can See</li> </ul>
5:30	Adjourn

## Training and Information Sessions

This year's conference includes twenty one 90-minute information sessions on a variety of topics and nineteen training sessions varying in length from three to seven hours. You already have registered for each session you plan to attend. If you want to make changes, please check with the on-site registration desk to see if it is possible to change your sessions.

### Plenary Sessions

During Tuesday's plenary session, a keynote presentation will be given by Tad McCall, an Associate with MBO Partners, and Lenny Siegel, Executive Director of the Center for Public Environmental Oversight.

Wednesday's plenary session is highlighted by a keynote presentation by Bob Perciasepe, Deputy Administrator, U.S. EPA, followed by a panel session to assess the state of "One EPA" in terms of community engagement. At the final plenary session on Thursday, we will hear from Dr. Carolyn Lukensmeyer, Founder and President of DC-based *AmericaSpeaks*. Other plenary activities include award presentations and conference announcements.

### Informal Table Topics Networking Boxed Lunch

During this time, participants will be able to network with others. Some tables will be marked in advance with a specific topic or workgroup/task force name to facilitate conversation. Participants will be able to buy a boxed lunch for \$15.

### Open-Time Sessions on Wednesday, July 20

The 60-minute Open-Time Sessions provide an opportunity for participants to discuss hot topics or issues outside the formal conference sessions. During Open-Time Sessions, you can discuss one of the following topics:

- *Where Do We Go From Here? Discussion of burnout, future jobs and/or careers as a Community Involvement Coordinator*
- Vapor Intrusion: Involved-Stakeholder Awareness of the Uncertainty (and Multiple Benefits of Controls)
- Partnering with Universities/ Non-Profits to meet the Technical Needs of Communities
- Cleanups at Federal Facilities: An Update and Discussion
- Increasing Access to Health and Health Care for Environmentally Burdened and Medically Underserved Communities
- Importance of Media and Communication Alternatives as a Function of Demographics
- When the Responsible Party is Responsible for Community Outreach

### Technology Demonstration Area

In the Technology Demonstration Area, presenters will give 20-minute presentations to showcase new tools, technologies, and software applications. The area will be open on Wednesday, July 20 from 11:20 am – 1:30 pm, but formal demonstrations will only occur from 11:20am-12:25pm. Advanced registration is not required to attend the Technology Demonstration Area. The area will feature 17 demos divided among five categories: Decision Support, Data, GIS, Social Media, and Risk Communication/Management.

## Field Trips

**Tuesday, July 19 and Wednesday, July 20**

### **Anacostia Watershed Society Boat Tour, 1:30-5:30**

On this boat tour of the environmentally-challenged Anacostia River, you will meet members of the Anacostia Watershed Society (AWS) who will give a 30-minute introductory talk at the beginning of the tour at their park pavilion. During the boat tour, half of the participants will be in a pontoon boat and the other half will use canoes. Members of the AWS will provide narration of the scenery, including plants, wildlife, and efforts to clean up the area. The group will board the bus at the hotel at 1:30 to head to the AWS site in Bladensburg, MD. The trip will return to the hotel by 5:30.

*Note: This tour is being offered on both Tuesday and Wednesday.*

### **Kenilworth Park and Aquatic Gardens Walking Tour, 2:30-5:00**

This trip is a walking tour along the ¼-mile boardwalk at Kenilworth Park and Aquatic Gardens to view native vegetation and wildlife. The tour will begin with narration from one of the Park's rangers on the history and management of the Gardens as well as educational programs run by the Park. The bus departs from the hotel at 2:30pm and will return to the hotel by 5:00. Comfortable walking shoes are highly recommended as the tour requires substantial walking.

**Wednesday, July 20**

### **Casey Trees Walking Tour, 12:30-5:30**

This field trip takes participants to Casey Trees, a non-profit in Washington, DC. The tour begins with a 1-hour orientation, followed by a 30-minute site tour of the Casey Trees headquarters' green roof system, rain gardens, and green walls. During the last part of the field trip, the group will take the bus to Catholic University where participants will tour sites where Casey Trees has planted trees in partnership with campus arborists and the school community. The bus will leave the hotel at 12:30 and return by 5:30.

### **Anacostia Watershed Society Boat Tour, 1:30-5:30**

On this boat tour of the environmentally-challenged Anacostia River, you will meet members of the Anacostia Watershed Society (AWS) who will give a 30-minute introductory talk at the beginning of the tour at their park pavilion. During the boat tour, half of the participants will be in a pontoon boat and the other half will use canoes. Members of the AWS will provide narration of the scenery, including plants, wildlife, and efforts to clean up the area. The group will board the bus at the hotel at 1:30 to head to the AWS site in Bladensburg, MD. The trip will return to the hotel by 5:30.

*Note: This tour is being offered on both Tuesday and Wednesday.*

## Evening and Social Activities

### **Crystal Screen 2011: By the Numbers—Outdoor Film Festival—Monday, July 18, 8:00-10 pm**

For the 5th year, the Crystal City Business Improvement District has been transforming the courtyard across from the Crystal City Metro into an outdoor movie theatre. These movies are free and afford the opportunity to meet new friends, have a picnic, and enjoy the evening under the stars. This year's theme is Crystal Screen: By the Numbers—all the movies have a number in their title. The movie being featured is *Oceans 11*.

### **Poster Session/Networking Reception—Tuesday, July 19, 6:00-7:30 pm**

We are hosting a Poster Session and reception (with complimentary beverages and light hors d'oeuvres) in Salons 1, 2, and 3. Please join us to network, make new friends, and learn about projects from the poster presenters.

### **Monuments by Moonlight Tour—Wednesday, July 20, 6:30-9:30 pm**

Come with us to enjoy the sights and sounds of Washington, DC. Professional tour guides will provide historical information and entertaining anecdotes along with a sprinkling of ghost stories about the spirits that haunt our nation's capital. Included in the 2.5-hour tour are three stops at the city's most popular monuments—the Jefferson Memorial, Lincoln Memorial, and the Iwo Jima Memorial. You can visit many other memorials, which are within a short walk from one of these three main ones. This activity costs \$38 per person.

### **Dinner in Old Town Alexandria—Wednesday, July 20, 5:45 & 6:15 pm departure**

Old Town Alexandria is a quaint town known for its historic houses, antique shops, art galleries, and restaurants. A bus will take participants to Old Town where, they can choose to shop, eat dinner, and explore the area. Old Town is about a five-minute drive from the hotel, so transportation will not be provided for the way back. There are many options to return to hotel, including the free trolley to the Metro Station, a \$5-10 cab ride, and Metrobus 9A towards the Pentagon.

## **Hotel Information**

This year's conference is being held at the:

Renaissance Arlington Capital View  
2800 South Potomac Avenue  
Arlington, VA 22202  
Phone: (703) 413-1300 | Toll Free: 1-888-236-2427

The hotel is within minutes of Ronald Reagan National Airport, and close to hiking, biking, and nature preserve trails. It also is within minutes of Arlington National Cemetery, Old Town Alexandria, the Smithsonian Institution, the Kennedy Center for the Performing Arts, as well as numerous restaurants, attractions, and night life.

### **Amenities**

The hotel features 300 guest rooms and suites accented with dark wood furniture, modern accents, and emerging technology. Some highlighted guest room features include plush Revive bedding, organic Aveda products, cable 32-inch flat-panel HDTVs, iron and ironing boards, hair dryer, 24-hour fitness center (cardiovascular equipment and free weights), and heated indoor pool. High speed internet also is available for a daily rate of \$12.95.

### **Hotel Parking**

Self-parking is \$6 hourly or \$22/day. Valet parking is available for \$27/day.

## **Transportation**

**From Ronald Reagan Washington National Airport:** The Renaissance Arlington Capital View is located 2.5 miles from the airport. Complimentary shuttle service to the hotel is available via the Marriott Gateway Shuttle. Pickup is in the hotel bus lane located outside the terminal. If you choose to take a taxi from the airport, the approximate cost to the hotel is \$10.



You also can take the Metrorail from National Airport to the Crystal City stop. The hotel is about a 15-minute walk from the metro stop. Fare for the Metro is approximately \$1.50-\$1.95, depending on the time of day you are traveling.

*Driving directions from Ronald Reagan Washington National Airport:* Exit airport following signs for Alexandria and merge onto US Route 1 South. Turn left at the first traffic light onto 27th Street. Proceed to Crystal Drive and turn left again. The hotel will be on the right.

**From Dulles International Airport:** The Renaissance Arlington Capital View Hotel is about 28 miles from Dulles International Airport. There is no complimentary shuttle service available. The Washington Flyer SuperShuttle provides transportation. The one way fare is \$25. SuperShuttles are located on the far ends of the Ground Transportation Level of the Main Terminal. Shuttles operate on an on-demand basis. No reservations are needed for outbound service from the airport. For more information, please visit: [www.washfly.com/flyer\\_ss\\_about.htm](http://www.washfly.com/flyer_ss_about.htm). If you choose to take a taxi from the airport, the approximate cost to the hotel is \$50.

*Driving directions from Dulles International Airport:* Take airport road heading East to Route 66 East to Exit 75 (Route 110 South). Follow to Route 1 South. Turn left onto 27th St. Proceed to Crystal Drive and turn left again. The hotel will be on the right.

**Around Crystal City and DC Metro Area:** The Metro rail system provides the easiest access to the Washington DC Metro area. Metro's rail system opens at 5:00 a.m. Monday through Friday, and 7:00 a.m. on Saturday and Sunday. The rail system closes at 12:00 a.m. Sunday through Thursday and 3:00 a.m. Friday and Saturday. Trains run approximately every 10 minutes on weekdays and approximately every 15 minutes after 9:00 p.m. daily. The fare is approximately \$1.40-\$6.50 one-way (depending on your arrival time and destination). Additional information about DC's Metro rail is available at: [www.wmata.com/index.cfm](http://www.wmata.com/index.cfm)

## Session Abstracts

### ***Tuesday, July 19: 8:15 – 9:45 (Plenary Session)***

The conference opens with a presentation by an Armed Forces Color Guard and an a cappella vocalist from the U.S. Army who will sing the national anthem. Shawn M. Garvin, the Regional Administrator of EPA Region 3, will welcome participants to the conference and the Washington, DC metropolitan area.

The highlight of the session is a keynote presentation by Tad McCall, an Associate with MBO Partners, and Lenny Siegel, the Executive Director of the Center for Public Environmental Oversight. During their discussion, which is titled, "Not-So-Strange Bedfellows," they will talk about how stakeholders representing divergent interests can work together to solve common problems. For much of the past two decades, McCall has been affiliated with the Defense Department and Siegel has been a community activist.

McCall and Siegel will draw upon their experiences working together, beginning with what became the Federal Facilities Environmental Restoration Dialogue Committee, and most recently through the Renewable Energy Siting discussions. They will discuss the opportunities and challenges presented by advances in communication technology. New technology can accelerate information sharing and improve transparency, but it enhances the risks of violated confidentiality and rushed decision-making. Technology must be harnessed to enable stakeholders to build consensus based on genuine appreciation for the other parties' positions.

### ***Tuesday, July 19: 10:00 – 11:30 (90-Minute Information Sessions)***

#### **Community Involvement Plan of the Year—Enhanced Engagement through Innovation**

Presenters: David Cooper and Yolanda Sanchez, U.S. EPA

*Topic Area: Expanding Engagement                      Level: Intermediate*

Community Involvement Plans (CIPs) outline a site-specific strategy to enable meaningful community involvement throughout the Superfund cleanup process. This seminar will present new concepts to develop CIPs and strategies for using a team approach. The award-winning 2010 CIP of the Year will be presented as both a learning tool and a springboard to illustrate EPA Headquarters' new CIP tool in the Community Involvement Toolkit. The seminar will also present how CIPs are supported by EPA guidance and regulations, and how they further the goals of the Community Engagement Initiative (CEI). The presenters also will facilitate the group through a discussion on personal experience crafting and implementing effective CIPs. Altogether, the presentation highlights the innovative techniques and structure of the CIP of the Year and provides a broader view of effective community engagement that applies to all EPA programs.

One of the presenters is a 15-year veteran of Community Involvement at the regional level, with extensive experience in private and fund-lead sites and federal facilities sites. The other presenter is an EPA headquarters CEI Action Plan Leader, who helped develop the revised CIP tool. The presentations are structured for an intermediate-level audience with experience developing CIPs or other comprehensive communication strategies. However, the information is applicable for all community engagement practitioners, from new to experienced.

## **Expanding Community Engagement through Environmental Health Fairs**

Presenters: Bill Little, U.S. EPA; Darcie Olexia, Louisiana Department of Health and Hospitals; and Lorraine Jameson, CH2M Hill, Inc.

*Topic Area: Expanding Engagement*

*Level: Intermediate*

Health impacts are a leading concern of stakeholders who live near hazardous waste sites, especially those in medically underserved communities. As such, it is essential to proactively recognize that health issues are a concern and develop outreach efforts that respond to them.

In 2009, EPA Region 6 addressed community health concerns at the Devil's Swamp Lake site in Louisiana by hosting an Environmental Health Fair, the first of its kind for Region 6. More than 110 community members attended the fair. Twenty-six local partners provided an array of free services. The Louisiana Department of Health and Hospitals and Louisiana Department of Environmental Quality partnered with local branches of national agencies, including the American Lung Association and the American Heart Association.

The fair promoted two-way communication between community members and EPA and its local partners and provided opportunities for meaningful and active involvement by the community on environmental issues. As the U.S. EPA continues to explore new avenues to more fully engage local communities, Environmental Health Fairs can be a valuable addition to the traditional Community Involvement Toolkit.

This session will highlight details of EPA Region 6's successful effort and provide participants with the tools to organize and conduct a successful event.

## **OSWER's Community Engagement Initiative: Authentic and Meaningful Public Participation in EPA Waste Programs**

Presenters: Ellen Manges and Sarah Gallagher, U.S. EPA

*Topic Area: Expanding Engagement*

*Level: All Audiences*

Through the Community Engagement Initiative (CEI), EPA Regions and the Office of Solid Waste and Emergency Response (OSWER) are working to provide communities with clear information and frequent opportunities to meaningfully participate in environmental cleanups and the management of hazardous substances.

Over the last year, OSWER programs and Regions have made significant progress to enhance and integrate community engagement in waste program activities. In this session, EPA representatives will discuss program-specific implementation plans and achievements related to community engagement, including:

- Community Involvement Planning
- Technical Assistance
- Risk Communication
- Delivery of Information
- Training for Key Personnel and Project Teams
- Brownfields Area-Wide Planning
- OSWER Environmental Workforce Development and Job Training Program

Participants in this session will be able to provide feedback and ideas on these issues. CEI plans, progress reports, and related information are available at: [www.epa.gov/oswer/engagementinitiative/](http://www.epa.gov/oswer/engagementinitiative/).

## **Partnering with Companies to Enhance Community Engagement and Understanding**

Presenters: Barbara Leatherwood, ExxonMobil Corporation; Stephanie Brown and Craig Zeller, U.S. EPA

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

Communities in which environmental remediation is taking place are eager for information. However, all too often, one of the best sources of information is overlooked—the companies responsible for the cleanup. Based upon the experience of successfully working together on several projects, EPA Region 4 and ExxonMobil representatives will discuss how they have fostered an effective partnership to develop and execute community outreach programs to more fully engage local communities.

In the late 1800s to the early 1900s, a company known as the Virginia Carolina Chemical Company (VCC) produced phosphate fertilizer at a number of sites through Southeast U.S. While ExxonMobil never owned the property or operated any of these facilities, the VCC later merged with Socony Mobil Oil Company, Inc. ExxonMobil accepted responsibility for remediation. Today, ExxonMobil is actively remediating a number of the VCC sites with oversight from state agencies and EPA. In some places, the remediation is taking place in people's front yards; in others, the contaminated property is in sparsely populated areas. But regardless of the locale—rural, small town, industrial or urban —neighbors, environmentalists, elected officials, and others want to be informed about the project.

This panel of public affairs and technical experts will discuss the opportunities and challenges posed by a partnership between the regulator and the regulated, share thoughts on the best ways to leverage each partner's inherent strengths and expertise, and discuss how the approach yields real and substantial benefits to the affected communities.

## **Serious Play: Can Public Meetings Be Fun?**

Presenters: Renee Dagseth, U.S. EPA; Martha Bean, Collaborative Focus

*Topic Area: Embracing Diversity*                      *Level: Advanced*

How do we make a draft feasibility study relevant and interesting to a largely immigrant, non-English-speaking community? How do we elicit comments on that feasibility study? How do we appeal to different learning styles? Legos® were used with success at a recent public meeting to create a bridge to community members. This or similar methods could be replicated at other sites to stimulate real dialogue and engagement.

EPA Region 10 has been working with a variety of stakeholders to get early public involvement in the development of cleanup planning for the Lower Duwamish Waterway Superfund site. Drafts of the Remedial Investigation and Feasibility Study were put out for public comment. However, many of the nearby residents are lower income and a large number are immigrant, non-English speakers. EPA has not had much success in developing a dialogue with this portion of the community.

The standard fact sheet and public meeting tools were not resulting in meaningful engagement with the non-English-speaking members of the community. By choosing a location that would be convenient and friendly, working closely with the Community Advisory Group, having Spanish

speakers host small work groups, and creating a fun atmosphere, we were able to obtain a significant number of comments from community members and we learned a great deal about their questions, concerns and priorities. In addition, engineers and scientists enthusiastically embraced using Legos® as a hands-on technique for teaching and eliciting comments. Consequently, they were engaged and effective as they met with meeting participants.

### **The Environmental Justice Community Information Website: Stakeholders Information Resource**

Presenter: David Padgett, Tennessee State University

*Topic Area: Utilizing Technology*

*Level: Introductory*

Environmental justice stakeholders, community activists, elected officials, and government personnel are invited to participate in this stimulating workshop session where they will engage in the exploration of the newly launched Environmental Justice Community Information Website (<http://www.tnstate.edu/environmentaljustice>). This critical resource was created via a partnership between Tennessee State University (Nashville, Tennessee) and the U.S. Department of Energy. The interactive website is a one-stop shop and training portal housing several environmental and public health-based websites including: 1) TEPA's Environmental Justice Viewer; 2) The National Institute of Health TOXMAP website; 3) EPA's My Environment website; and 4) The Environmental Defense Fund's Scorecard website. Participants are encouraged to bring their own personal laptops so they can follow the online tutorials in real time. The instructor will lead the group through the tutorials, enabling them to access data from each website. The primary objective is to make searches as user-friendly as possible. The tutorials are designed to make some of the more difficult to navigate interfaces fully accessible, even for people with limited computer experience. The online geographic information systems (GIS) mapping tools hosted by many of the new sites offer excellent opportunities for stakeholders to visualize the scope of environmental issues impacting their lives. This workshop will enable users to apply the tools effectively when searching for pertinent health data related to local environmental hazards.

### **Using Federal Advisory Committees to Engage Communities and Address Concerns Holistically**

Presenters: Joi Ross, APEX Direct, Inc.; Victoria Robinson, U.S. EPA

*Topic Area: Expanding Engagement*

*Level: Intermediate*

Often communities—particularly minority, low-income and tribal communities overburdened by environmental pollution—may not feel empowered or equipped to have a voice in decisions that affect them. This session will examine how Federal Advisory Committees can magnify and bring attention to issues of concern to communities in ways that can affect change. Success stories and best practices will be explored to convey specific ways in which Federal Advisory Committees (and the National Environmental Justice Advisory Council, in particular) can affect change in communities and address multi-media environmental issues through interagency collaboration and partnerships. Instructors will highlight how these lessons can be applied generally to any community involvement effort, whether site-specific or not.

## ***Tuesday, July 19: 12:45 – 2:15 (90-Minute Information Sessions)***

### **Best Practices for Engaging and Involving Environmental Justice Community Residents**

Presenters: Steven Fischback, Rhode Island Legal Services; Vernice Miller-Travis, Skeo Solutions; Michelle Roberts, Advocates for Environmental Human Rights

*Topic Area: Embracing Diversity*

*Level: Intermediate*

Residents of environmental justice communities include low-income persons and persons of color disproportionately impacted by a wide range of commonly experienced environmental stressors. However, strategies for successfully engaging and involving low-income communities and communities of color in planning and decision-making related to those stressors are not a one size fits all proposition. In cities, economically challenged people and people of color are typically clustered in neighborhoods segregated by race and/or class. In rural areas, those same populations are typically found in isolated clusters dispersed over a wide area. Moreover, within these communities, residents come from different racial and ethnic backgrounds, often speak languages other than English, and lack access to amenities that are found in more affluent communities. The panelists featured in this workshop have worked in urban or rural communities, and will share their perspectives on the challenges for engaging and involving environmental justice community residents, and sustaining that involvement. The panelists will also address challenges they face when expanding those efforts on a regional basis, where urban and rural environmental justice communities are brought together to address regional environmental justice concerns. The panelists' presentations will answer such questions as: How do you bridge racial, ethnic and cultural differences within and between urban and rural environmental justice communities? How can a common agenda be forged out of the divergent needs that arise from urban and rural poverty? How do you successfully engage and involve non-English-speaking populations in local and regional matters?

### **CARE—A Model for Community-Based Environmental Problem Solving**

Presenters: Michael Wenstrom and Marva King, U.S. EPA; Charlie Chase, University of Colorado

*Topic Area: Expanding Engagement*

*Level: Intermediate*

This session will describe results achieved by the EPA's CARE grant program in community-based research. You will learn from the experience of more than 70 communities how the CARE model has helped them to understand and change their environment. Using the CARE experience, we will show you how to effectively form local partnerships, conduct research, and implement solutions to reduce neighborhood pollution.

The Agency created this innovative grant program to assist a community as it determines for itself what environmental problems are present and important. Community Action for a Renewed Environment (CARE) program helps a community, financially and technically, assess its environmental and public health issues, and works to resolve the issues identified through management by a local organization or department. Thus far, CARE has funded more than 90 projects across the nation to engage in this process, reaching 10 to 20 new communities annually.

## **Creating, Collecting and Telling our Stories: Tools for Multi-Stakeholder Engagement**

Presenters: Ogonnaya Dotson-Newman, WE ACT for Environmental Justice; Judy Hatcher, Environmental Support Center

*Topic Area: Expanding Engagement*

*Level: Intermediate*

You don't have to be a scientist or a researcher to find and use statistical information about your community. Harlem's WE ACT for Environmental Justice created an "Environmental Health Report Card" as a tool for advocacy and organizing. The Report Card combines health surveys, data from city, state and national agencies, and common sense. In this session, we'll examine how WE ACT developed and uses the Report Card, and look at ways other community groups around the country are using surveys, GIS, and related tools in their environmental work. We will also explore what resources are out there to help you get started, and what skills you might need to use these types of tools.

## **Expanding Engagement in Large Public Comment/Listening Forums**

Presenters: Adam Saslow and Nora Chiong, Plexus Logistics International; and Curt Gervich, State University of New York, College at Plattsburgh

*Topic Area: Expanding Engagement*

*Level: Intermediate*

In recent months, EPA has convened several large, highly contested and visible public comment/listening sessions. Public comment sessions regarding the issuance of a mountain top removal permit at the Spruce #1 mine in West Virginia, as well as a national series of listening sessions on the design of a hydraulic fracturing research study, serve as examples of these forums. Each of these comment/listening sessions involved between 500 and 1,500 people. Attendees held diverse opinions and perspectives at the core-value levels and all participants were committed and passionate.

Our team of facilitators was responsible for designing and guiding these sessions. This workshop presents our lessons learned from this experience. During our presentation, we will discuss the unique challenges associated with holding large forums and managing dialogue when the topics are highly charged and the interests polarized. Key challenges included managing participants' expectations; early communication with EPA and stakeholder groups; overcoming public perceptions; creating a safe environment where all perspectives can be shared; logistics management; and safety and security. In addition to presenting what we learned from coordinating these sessions, our presentation will identify best practices and new models for carrying out large, hotly contested comment/listening events in the future. Our goals are to make these events more effective at expanding engagement in EPA decision-making processes, and at meeting the needs of stakeholders, the Agency, and the natural environment.

## **Finding, Understanding and Engaging in Cleanups in Your Community**

Presenter: Lisa Jenkins, U.S. EPA

*Topic Area: Utilizing Technology*

*Level: Intermediate*

Come get acquainted with the newest version of Cleanups in My Community (CIMC). Find out who might use CIMC to find answers to what questions about specific hazardous waste cleanups. Are there cleanups in your community, close to a property you were thinking of buying, or near where people you care about live, work or play? Find out where hazardous waste cleanups are happening or have occurred, see a demonstration of the search capabilities, navigate the map, create a list, drill down to more specifics, find contact information and download data. Learn

about the limitations of these government-collected data. Connect to MyEnvironment, as well as additional information about EPA's cleanup programs. Find out what is on the horizon for CIMC development.

Then, turn the tables and suggest improvements for CIMC. What questions would you like CIMC to help you answer? What other types of data would you like to see on the map? Are there different reports you would like to see (e.g., summaries, averages, etc.) or different ways of searching for cleanups? Where in CIMC do we need to provide more help, explanations, etc.? What additional capabilities are needed in this web application to help enable you and your communities to find and access the information you need?

### **Human Health Risk Assessment: Unpacking the “Black Box”**

Presenters: Yolanda Sanchez, Michele Burgess, Dave Crawford, Kevin Garrahan, and Keith Fusinski, U.S. EPA

*Topic Area: Other*

*Level: Introductory*

This seminar will provide participants with a basic introduction to the fundamental concepts and terminology associated with risk assessments, specifically as they relates to the Superfund Remedial Program. A simplified basic risk assessment case study will be presented to offer participants a better understanding of processes that occur within the “black box” of risk assessment. This seminar will also discuss the relationship between the basic risk assessment process, risk management, and other risk-based assessments. We will conclude by presenting a “snapshot” risk assessment from a Superfund Remedial Program case study.

For this 90-minute session, we will ask the audience to work in small groups to define “risk” and “risk assessment.” The audience will be encouraged to ask clarifying questions throughout the presentation. We also will ask leading questions throughout the presentation for the audience to answer (e.g., what circumstances motivated EPA to start developing regulations for hazardous waste?).

### **State of the Practice and Planning: The 2011 Public Participation Summit**

Presenters: Doug Sarno, Forum Facilitation Group, LLC; James Creighton, Creighton & Creighton, Inc.

*Topic Area: Expanding Engagement*

*Level: Intermediate*

As we end the first decade of the 21<sup>st</sup> century, the practice of public participation has been undergoing significant changes: adjusting to changing social conditions, responding to political realities, and incorporating a wide range of exciting new technologies. The new US affiliate of the International Association for Public Participation (IAP2) is planning a summit of senior P2 professionals in the fall of 2011 to explore how the Obama Administration's P2 Initiatives have been carried out, assess progress, and design improved processes for moving forward. EPA has been at the forefront of the Administration's current participation initiative. As CICs, we will present some of the latest trends and activities in P2 gathered from practitioners throughout the federal government and discuss how they have been implemented and the results to date. Audience members will participate in an interactive dialogue technique to explore how the Administration's initiatives have changed public participation within EPA. Focus will be placed on the range of activities and tools being used, the intensity of participation, and specifically the outcomes and influence of public input on decisions and actions of the Agency. Participants will help identify important needs in making positive improvements in public participation and the results of this workshop will help shape the planned summit meeting.



## ***Tuesday, July 19: 1:30 or 2:30 – 5:30 (Three- and Four-Hour Field Trips)***

### **Anacostia Watershed Society Field Trip (1:30-5:30 p.m.)**

The mission of the Anacostia Watershed Society (AWS) is to protect and restore the Anacostia River and its watershed communities by cleaning the water, recovering the shores, and honoring the heritage.

The vision is to make the Anacostia River and its tributaries swimmable and fishable, in keeping with the Clean Water Act, for the health and enjoyment of everyone in the community. Community involvement is critical to achieving this vision and AWS seeks win-win solutions through strong partnerships and coalitions, with all parts of the community, government, and other stakeholders. The core of AWS's work is reaching out to, educating, and engaging the next generation of decision-makers, our youth.

The group will board a bus to the AWS site in Bladensburg, MD. The tour begins with a 30-minute introductory talk at their park pavilion. Following the introductory talk, the group will begin a 1 hour and 45 minute boat tour of the Anacostia River narrated by AWS staff, who will talk about native plants and wildlife and efforts to clean up this area. Note that half of the participants will take the boat tour via pontoon boat and the other half will use canoes. For more information about the Anacostia Watershed Society, visit: [www.anacostiaws.org](http://www.anacostiaws.org).

*Note: This tour is being offered on both Tuesday and Wednesday. Please select only one day to attend.*

### **Kenilworth Park and Aquatic Gardens Field Trip (2:30-5:00 p.m.)**

The park includes a variety of wetland habitats including Kenilworth Marsh, the Anacostia River, and Watts Branch and meadows built in the 1990s by the National Park Service. Rangers work with teachers and students to develop education programs and service learning projects for individuals and groups.

The aquatic gardens are surrounded on three sides by Kenilworth Marsh, a remnant of the original marsh of Washington, DC, and extensive built marshes. The wetlands match the natural ebb and flow of the Anacostia River seasons, protecting communities from floods.

While at Kenilworth Park and Aquatic Gardens, the group will hear from one of the Park's rangers about the history of the gardens and how the management of the wetlands has changed over time to reflect society's views on their importance in our landscape. The ranger also will talk about their educational programs, which provide meaningful experiences for DC youth to learn about the value of these aquatic habitats. The group will have a chance to walk along the ¼-mile boardwalk and view native vegetation and wildlife. For more information about the Kenilworth Park and Aquatic Gardens, visit: [www.nps.gov/keag/index.htm](http://www.nps.gov/keag/index.htm).

## **Tuesday, July 19: 2:30 – 5:30 (Three-Hour Training)**

### **Engaging a Public, Fact or Fiction, “REAL INPUT”**

Presenters: Steve Shapiro, Certus Strategies, US, LLC; and Kathy Poole, Poole Landscape Design and Certus Strategies

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

This three-hour workshop will demonstrate and identify critical stages in the public engagement process that lead into a community involvement Charrette. Participants in the program will help design outreach strategies, identify key stakeholders, develop an effective assessment tool and organize a report that provides a structure for informing senior management about the needs, concerns, and interests of the community. Participants will understand the importance of keeping all stakeholders informed throughout the process and maintaining a continued informational loop. The participants will work with a fact pattern to simulate different perspectives and learning styles. The groups will compare results with each other and design a community involvement meeting or Charrette together. They will discuss the pros and cons of various techniques and processes for this project. They will also seek specific inputs from the community around difficult issues identified in the assessment that might impact the health, safety, and economic stability of the region. Throughout each teaching module, the faculty will provide stories and tools to assist the participants in analyzing and formulating the best strategies to use in each situation. This workshop will utilize a current and complex case study that will allow participants to more thoroughly grasp concepts and illustrate the learning points for each module.

### **Fundamentals of Public Participation—Engaging People in a Meaningful Way**

Presenters: Donna Rowe and Karen Sprayberry, South Carolina Department of Health and Environmental Control

*Topic Area: Other*    *Level: Advanced*

Each day staff members come in contact with hundreds of community members, either by phone or in person. Every day those same staff members have an opportunity to make a positive impression by helping the citizens. Public participation is about listening to community members' needs and responding in a manner that makes a difference in the given situation. As our resources continue to be strained, it is important that we provide tools to staff so that they can continue positive interaction with the citizens.

“Fundamentals of Public Participation” is designed to: 1) Explore the definition of public participation; 2) Identify productive, positive behaviors to use when interacting with the public; and 3) Highlight tools and resources available to assist with conducting effective public participation.

It is our intent for participants to take our training and share with other staff within their agencies, which will perpetuate a change in the culture of other environmental agencies.

### **Getting Past the Usual Suspects: Avoid the Hijackers and Create More Balanced Participation**

Presenter: Doug Sarno, Forum Facilitation Group, LLC

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

Are your meetings being hijacked by loud aggressive stakeholders who do not represent your whole community? Is this behavior getting in the way of good information and constructive dialogue?

Don't you wish you could press the community reset button and bring everyone to the table in a more constructive way? With a little work, you can.

This session will explore the importance of recognizing and creating a balance of stakeholder perspectives in any public participation process. Participants will understand the causes of imbalance, the challenges of the loud minority, and approaches to creating more balanced participation. Participants will work as groups to craft approaches to overcoming imbalance on their projects in order to create more successful participation.

The workshop will be highly interactive and participants will be asked to bring and share their examples of how imbalanced participation has undermined a process, and also how balanced participation has been achieved. We will jointly discuss and explore strategies to overcome hijacking actions and engage stakeholders in a more constructive way.

Specific topics that will be covered include:

- What does balanced participation look like?
- Why is it important?
- The causes of imbalance
- The roles and potential influence of EPA in creating balance
- Understanding and addressing the vocal minority
- Basic activities in creating an inclusive process
- Five best practices for balanced participation: what are they and how to do them right
- Small group action planning

### **The Mindset Dilemma—Part I: Media Modifying Mindset; Part II: Community Engagement Strategies; Part III: My Perspective**

Presenters: Yvonne Petersen, Nicholas Mena, and Maria Morales, Beyond Visions Foundation

*Topic Area: All*

*Level: Intermediate*

Part I: "Media Modifying Mindset" will be presented by Nicholas Mena and will demonstrate the non-progressive mindset evident in underserved and in-need communities that must be reached to affect environmental change. The presenter will cite media examples, such as documentaries, public service announcements, and community blogs, that have effectively changed the mindsets of community participants. He will then guide the participants in groups in developing and videoing their own sample public service announcements to target underserved populations, which will be premiered after Part III.

Part II: "Community Engagement Strategies" will be presented by Yvonne Petersen and will include aerial mapping of the sample target community that Beyond Visions Foundation is working with, the demographics of this target population, samples of evaluation tools that can be implemented into attendees' programs and other stakeholders, challenges that are being addressed, opportunities available, and impacts of programs implemented in the community. Video vignettes will demonstrate ineffective conventional methods for community engagement and show more effective and innovative ways to involve diverse communities. There will also be a brief Q&A session.

Part III: "My Perspective" will introduce Maria Morales, a resident of the community described in Part II. She will convey her mindset prior to Beyond Visions Foundation's intervention and how it has changed as a result of the exposure, strategies, and techniques demonstrated in Parts I and II of

this presentation. She also will discuss the active role she has taken in reshaping her community and its environmental impact. This will be followed by a Q&A session.

### **Understanding “Citizen Journalism”—A Social Media Workshop**

Presenters: Pam Avery and Gloria Pan, Turner Strategies

*Topic Area: Expanding Engagement*                      *Level: Introductory*

Twitter, Digg, Facebook, YouTube, Flickr, Skype. Welcome to the new world of social media. It is a medium that takes many forms, including Internet forums, blogs, podcasts and instant messaging, to name a few. Today, anyone with a modern cell phone can become a citizen journalist and transmit information about a public hearing, a project, or site around the world faster than any news release can be written or released.

This tutorial offers a map of the social media landscape and how EPA staffers and others can deploy social media techniques within the context of their organizations’ guidelines for social media use. The course will include live, online demonstrations of effective and ineffective social media examples. Participants will need to bring their computers, so that they can follow along as they create their own social media sites. The course is open to non-EPA staffers and each participant will be contacted via email prior to the course to determine his or her social media awareness and workshop expectations.

### **Wednesday, July 20: 8:00 – 9:30 (90-Minute Information Sessions)**

#### **Community Engagement in Breaking the Cycle of Environmental Health Disparities**

Presenters: I. Leslie Rubin, SE PEHSU at Emory University; Pamela Maxson, Children’s Environmental Health Initiative; David Wood, UF College of Medicine-Jacksonville

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

This session focuses on community engagement in improving our understanding of the concept of the Cycle of Environmental Health Disparities by researching the environmental factors that adversely affect health and developing strategies to provide information, education and empowerment to the community to improve the health and well-being of children and their families. This session offers different models from health centers in three states. Each has a program that demonstrates the process for understanding the factors involved in creating environmental health disparities or inequalities, and how the goals of reducing those inequalities can be achieved. The session demonstrates how actively involving the community in the process of planning, designing, and executing programs can increase overall community awareness, empower the members of the community to become involved in the solution, and cultivate a leadership that is informed, receptive and forward-thinking. The models include an understanding and appreciation of the “built environment” (human-made surroundings) and how factors in the “built environment” can adversely affect health, particularly in the areas of pregnancy outcomes (prematurity and low birth weight) and health indicators (obesity and asthma). Other models look at the challenges of communities living on or near Superfund sites where toxic waste from industrial pollution, has directly or indirectly affected the health of underserved, low-income, vulnerable communities that are predominantly represented by minority populations.

## **Engaging Diverse Communities through Mediation: Superfund on Tribal Lands and Environmental Justice**

Presenters: Anna Abbey, U.S. EPA; Teresa Michelsen, Mediation Solutions

*Topic Area: Embracing Diversity*

*Level: Intermediate*

Mediation and facilitation are excellent tools in bringing people together to ease tensions, build trust and help move all parties towards resolution. This can be especially helpful when working with Tribal and environmental justice communities that often are dealing with intense environmental issues and a long history of mistrust and neglect.

This presentation will look at the use of mediation to engage diverse communities and examine its use in depth through the results of the report, "Superfund on Tribal Lands: Issues, Challenges and Solutions." The study was conducted in late 2010 by the Conflict Prevention and Resolution Center, on seven Superfund sites at which at least one tribe had substantial involvement and a mediation process was carried out. We will go over the results, looking at the issues that were most important to the tribes interviewed, where tension commonly arose, and how mediation was used to improve engagement.

In addition, we will explore the use of mediation/facilitation in a broader environmental justice context, share available EPA resources, and engage the participants in thinking about next steps, through small group and plenary discussions.

## **MarineMap—An Innovative Collaborative Support Technology Improving Community Engagement**

Presenters: Will McClintock, MarineMap Consortium; Eric Poncelet, Kearns & West, Inc.

*Topic Area: Utilizing Technology*

*Level: Introductory*

Planners, resource managers, and community outreach professionals often struggle to find simple yet effective ways to engage the public in large-scale, scientifically complex planning efforts. MarineMap, a web-based decision support tool originally developed for use by non-technical stakeholders in marine protected area planning, has broad application to processes such as watershed planning and management, urban growth management, open space protection, climate change adaptation, and others. MarineMap can be used when there is a need for visualizing and analyzing spatial data, siting prospective use areas, increasing collaboration and communication among stakeholders, and providing process transparency.

MarineMap was developed after California planners needed to enable effective collaboration on a scientifically complex subject and convened a diverse array of fishermen, recreational ocean users, environmentalists, residents, and others to participate in marine spatial planning. Using MarineMap, stakeholders were able to explore, develop, and submit a variety of alternative spatial proposals with real-time feedback on whether the proposals met the science guidelines established for the process. Because of its success in this process, MarineMap won the 2010 U.S. Institute for Environmental Conflict Resolution Innovation in Technology award.

In this session, MarineMap Director Dr. Will McClintock and Kearns & West Senior Mediator Dr. Eric Poncelet will explain how MarineMap can be used to facilitate collaborative environmental decision-making and community involvement. McClintock and Poncelet will then lead participants in a mock science-based spatial planning process to demonstrate how MarineMap can be used to improve collaboration, communication, and efficiency.

## **Obstacles to Community Involvement: Hidden Agendas and Dirty Tricks**

Presenter: Carol Forrest, Rose Hill Communications, Inc.

*Topic Area: Expanding Engagement*

*Level: Advanced*

Concerns that arise in regard to siting, permitting, or even the investigation and cleanup of contaminated sites don't always originate solely from legitimate stakeholders, such as neighbors, local officials, or members of environmental advocacy groups. Indeed, stakeholder dialogues at the local level can be swayed and seriously compromised by the intrusion of industry front groups, the machinations of plaintiffs' attorneys, or the unwarranted politicization of environmental issues by organizations or persons seeking to achieve some undisclosed advantage. The toll that "hidden agendas and dirty tricks" take on stakeholder dialogues can be considerable.

This session explores how some organizations use front groups, deliberate misinformation campaigns, and other dirty tricks on the local level to advance their own hidden agendas, to the detriment of honest community involvement and stakeholder dialogues—regardless of whether these agendas involve crippling business competitors, gaining local political advantage, or winning lawsuits of dubious merit. Far from rare, the use of dirty tricks appears to be on the rise, despite increased media exposure of these under-handed tactics.

In addition to describing dirty tricks and learning how to look for "the man (or woman) behind the curtain," this session will examine hidden agenda cases and explore how CI practitioners can minimize the noxious effects on local CI efforts of the less-than-forthright claims of parties motivated by undisclosed financial or political gain.

## **Planning and Providing Meaningful Environmental Justice Educational Experiences**

Presenter: David Ruble, Virginia Department of Environmental Quality

*Topic Area: Expanding Engagement*

*Level: Intermediate*

The Environmental Justice Commission of the North American Association for Environmental Education (NAAEE) has coordinated and facilitated full-day workshops for the past three years as part of the NAAEE Annual Conference. Workshops focused on providing a place-based tour of the conference location while exploring issues related to sustainability projects and industrial environmental hazards on low-income communities and communities of color. A facilitated discussion for reflection and synthesis follows the tour and allows educators to focus on the role of environmental education in furthering sustainability efforts to curtail issues related to environmental justice.

This session will provide an overview of the challenges and benefits of convening intensive place-based educational experiences for a national and international audience at an annual conference. Details will be provided about how to create meaningful educational experiences with limited time constraints when novices and experts are gathered for a short period of time to look at controversial environmental issues.

Individual and small-group work will be facilitated to begin assessing components needed for participants to coordinate their own mobile environmental justice education experiences for stakeholders in their community.

## **The Importance of Understanding Communication in Disaster Response and Recovery**

Presenter: Patricia Whitney, Bayou Interfaith Shared Community Organizing (BISCO)

*Topic Area: Expanding Engagement*

*Level: Introductory*

This session will begin with a presentation on the importance of understanding the culture of a community when responding to or recovering from a disaster. Participants will learn the importance of understanding the culture of impacted communities and possible strategies for using culture to effectively bring resources for response and recovery to communities. The presentation will use examples from rural and urban communities of coastal Louisiana that were impacted by Hurricanes Katrina, Rita, Gustav and Ike, as well as the BP Oil Spill Disaster, and talk about what they did and lessons learned for the future.

The presentation will be followed by a Q&A session with participants, and then a group discussion and "spitfire," or speed round on ideas or recommendations for future events. In the spitfire round, participants will be asked to present a short idea for disaster response or recovery based on their knowledge of their home communities.

## **Using the Neighborhood Cohesion Calculator**

Presenter: Derek Chisholm, Parametrix

*Topic Area: Utilizing Technology*

*Level: Intermediate*

The Neighborhood Cohesion Calculator reveals an audit of the assets in each participating neighborhood through its use, as well as its outputs. The calculator can be used to develop or refine neighborhood action plans and to evaluate how major projects may impact neighborhoods. The tool will be provided to all attendees and is available as a free download.

The Calculator is a flexible tool that can be customized to fit the needs of any community based on the characteristics of the area. When using the calculator, the user group will "tune" the calculator to mirror the community being assessed. The model that will be demonstrated in this session will utilize the following evaluation criteria.

1. Gathering Places (schools, churches, parks, grocers)
2. Activities (neighborhood associations meetings, block parties, neighborhood websites/newsletters)
3. Planning (adopted neighborhood plans, city support to neighborhood associations, other planning efforts)
4. Other characteristics (physical divisions within the neighborhood/community, population density)

There is an alternate version of the model that is more focused on alternatives analysis. This version has less of a focus on neighborhood activities, and adds considerations necessary for alternatives analysis, such as property displacements and construction duration.

Session attendees will learn about neighborhood cohesion, major determinants of such, and how cohesion can be impacted by city programs and major projects. Through a live, participatory demonstration, attendees will learn how to use the Calculator and will get a copy to take home and use in their community.

### **Wednesday, July 20: 9:40 – 11:10 (Plenary Session)**

This plenary will be highlighted by a keynote presentation by Bob Perciasepe, Deputy Administrator, U.S. EPA. He will be followed by Bruce Engelbert moderating a panel session to assess the state of “One EPA” in terms of community engagement across EPA. This panel discussion will showcase current efforts of several EPA program offices, including the Office of Air and Radiation (OAR), the Office of Enforcement and Compliance Assurance (OECA), the Office of Solid Waste and Emergency Response (OSWER), and the Office of Water (OW). Panel members include:

- Gina McCarthy, Assistant Administrator, Office of Air and Radiation
- Cynthia Giles, Assistant Administrator, Office of Enforcement and Compliance Assurance
- Mathy Stanislaus, Assistant Administrator, Office of Solid Waste and Emergency Response
- Dr. Ellen Gilinsky, Senior Policy Advisor, Office of Water

Each panelist will briefly summarize the progress their office and the Agency are making toward “One EPA” in terms of community engagement. After hearing from each program official, the panelists will answer questions from the audience.

This session concludes with an announcement of the winners of the two Poster Session awards.

### **Wednesday, July 20 11:20 – 1:30 (Technology Demonstration Area)**

#### **Restore the Environment and Revitalize Your Community with SMARTe**

Presenters: Michele Wolf, Neptune and Company, Inc., and Nancy Porter, U.S. Army Corps of Engineers

*Category: Decision Support*

SMARTe (Sustainable Management Approaches and Revitalization Tools — electronic) is a web-based system designed to help communities overcome obstacles to revitalization of potentially contaminated sites. SMARTe contains information, links, analysis tools, checklists, and case studies. It is free and available at [www.smarte.org](http://www.smarte.org). SMARTe also contains a “My Project” section that allows a group of users to evaluate and compare multiple reuse options for a site. EPA released SMARTe in 2003 and performs annual updates. Users in over 90 different countries access SMARTe on a monthly basis.

The presenter will demonstrate how to navigate SMARTe so participants can become familiar with its contents and tools. This presentation will include topics such as overcoming environmental stigma; developing a vision; developing urban gardens; involving the community; understanding all appropriate inquiry (site assessment); assessing, communicating, and managing risk; reducing liability risk; developing a market analysis; and finding funding for revitalization activities.

#### **i-Tree Streets: Using Technology to Renew the Health of an Urban Community**

Presenter: Robbyn Lewis, Johns Hopkins University

*Category: Decision Support*

Economically challenged urban neighborhoods are disproportionately burdened with high rates of respiratory diseases such as asthma. An emerging body of epidemiological evidence suggests that planting trees in these neighborhoods can improve air quality, potentially mitigating asthma morbidity. In Baltimore city, high rates of childhood asthma are concentrated in economically



challenged urban neighborhoods which have few trees. i-Tree Streets is a state of the art, peer-reviewed software program developed by the U.S. Forest Service. It is an easy to use, computer-based program that communities can use to conduct a street tree inventory and use the results to improve their environment. The Baltimore Tree Trust and its partners are collaborating with residents in the McElderry Park community to restore the environment by planting trees and increasing the tree canopy, which is expected to ultimately improve air quality and respiratory health. This project is designed to improve community health by increasing the size of the tree canopy. In this context, i-Tree Streets software is more than a technological tool for data gathering and urban forestry management; it also is a tool for community organizing. Residents have learned about the benefits of trees and are being trained to use the software for data gathering and decision making. Social bonds in the neighborhoods are strengthened by participatory processes such as conducting tree inventories, analyzing data, and engaging in urban forestry management.

### **Using the Center for Public Environmental Oversight (CPEO) Technology Tree to Learn About Cleanup Technologies**

Presenter: Peter Strauss, PM Strauss & Associates

*Category: Decision Support*

Since 2001, the Center for Public Environmental Oversight's free, on-line Technology Tree has provided public stakeholders with a user-friendly, "front end" tool for learning about innovative and conventional public environmental characterization and remediation technologies. Users may access technology descriptions from a master list, or they can use the Tech Chart to determine which technologies might be suitable for selected contaminants, media, and function. For more information please visit the Technology Tree Website: [www.cpeo.org/tree.html](http://www.cpeo.org/tree.html).

Rather than duplicate existing information on professional databases, the Tree translates that information for lay audiences and provides links to these databases for those seeking more technical detail. The Tree does not endorse or oppose specific technologies. Rather, it relays information from government agencies, vendors, environmental organizations, and others that allows users to participate knowledgeably in the selection of cleanup remedies or other relevant technologies. Unlike other technology databases, each technology description contains a section on its limitations, and concerns that a community may have about its application.

### **Envirofacts, Enviromappers and Mobile Web: Information Access for the Public**

Presenter: Kim Balassiano, U.S. EPA

*Category: Data*

The Office of Information Analysis and Access (OIAA) within EPA's Office of Environmental Information is dedicated to information access. OIAA is responsible for library services and a variety of popular web-based information portals. Many of these feature mapping capabilities and other methods of accessing environmental information. These tools include Envirofacts, the Enviromapper series, and the EPA mobile web site ([m.epa.gov](http://m.epa.gov)). The National Library Network provides a wide range of information services and assistance to Agency staff and the public. Presenters will provide information on these important resources, demonstrate access to some of the tools, show how they are used, and discuss ways in which the audience at this conference can utilize these tools to find environmental information more efficiently.

## **Data.Gov "Communities"**

Presenter: Jerry Johnston, U.S. EPA

*Category: Data*

The recently-released "Next Generation" Data.gov web site has a variety of powerful features that empower communities to collaboratively use environmental data. Data.gov now gives users extensive capabilities for online exploration of data, including searchable and sortable maps and charts. Moreover, the site features a number of social data tools that allow users to enrich data with comments, ratings and their own shared views and visualizations. These can be shared and distributed outside Data.gov on blogs and social networks such as Facebook. Data.gov also features "Data.gov Communities," a resource that brings together high value datasets, tools, and applications that are specifically intended to meet the needs of a defined group of users. Community leaders have the ability to manage discussion forums and invite colleagues to author blog posts through the site. To date, communities have been created for the following topics: Health Data, Open Data, the Semantic Web, and the Deepwater Horizon oil spill. Over the next several months, many more communities will be coming online. This session is designed to familiarize attendees with these exciting new capabilities of Data.gov, and to explore the possibilities for leveraging these capabilities for the benefit of environmental community involvement.

## **Better Public Access to Point Source Wastewater Pollutant Discharge Information**

Presenter: Carey A. Johnston, U.S. EPA

*Category: Data*

EPA has developed a new web tool, DMR Pollutant Loading Tool, to provide increased access to wastewater pollutant discharge data. This tool will allow for better transparency of wastewater pollutant discharges and enhanced data utility. Specifically, technical users can enhance the development of National Pollutant Discharge Elimination System (NPDES) permit effluent limits, better identify and target violations of effluent discharge permit limits, improve watershed pollution budget plans (Total Maximum Daily Loads, or "TMDLs"), and refine watershed modeling activities.

The Loading Tool is a significant improvement in making more information about pollutant discharges available to the public. Through the Loading Tool interface, users can easily find who is discharging into their local watershed and can sort the information by specific pollutants. The tool also supports advanced user queries or data downloads and links to additional information from the Enforcement and Compliance Online (ECHO) website regarding whether permitted dischargers have had violations or recent enforcement. The Loading Tool calculates facility pollutant discharges based on reported discharge monitoring data. The tool also weighs chemicals by their relative toxicity and calculates the toxic-weighted equivalent amount of each chemical released. With this tool, users can rank facilities and pollutants by total amount of each pollutant released each year and by the total amount of toxic-weighted pounds released each year.

This presentation will provide an overview of the tool and a demonstration on how to use the tool from a variety of perspectives.

## **Urban Water Monitoring Data Sharing ([www.kcwaters.org](http://www.kcwaters.org))**

Presenter: Roberta Vogel-Leutung, U.S. EPA

*Category: Data*

The Kansas City Urban Waters Monitoring Network ([www.kcwaters.org](http://www.kcwaters.org)) seeks to promote greater awareness about the quality of water in the Greater Kansas City area by providing a venue to share water quality monitoring data, connecting partners who help protect and restore water bodies, and encouraging all users to take an active role in protecting precious water resources. Organized in 2009, and hosted by the University of Missouri at Kansas City (UMKC), network partners include federal and state agencies, local governments, non-profit organizations, and volunteer water monitoring groups. Shared water quality monitoring data is easily viewed and downloadable for all users through clickable maps and menus, providing simple, transparent community access to information about the condition of urban waters. The site's community networking features include an events calendar, social networking links, newsfeeds, information resources, and geocaching links; and will be expanded in collaboration with the community during 2011. Beginning in 2012, [www.kcwaters.org](http://www.kcwaters.org) will display real-time bacteria data from EPA's urban water telemetry network, giving community users immediate knowledge about the safety of recreational use.

## **GEMS Geospatial Environmental Mapping System—Introduction and Live Demonstration**

Presenters: Elaine Pilz and Keith Miller, S.M. Stoller Corporation, and Steven Schiesswohl, U.S. Department of Energy

*Category: GIS*

The Geospatial Environmental Mapping System (GEMS) was designed to provide dynamic mapping and environmental monitoring data display for sites managed by the U.S. Department of Energy (DOE) Office of Legacy Management. This tool, created in 2002 has since evolved and has been enhanced. Some of the objectives of GEMS are to:

- Communicate our monitoring information to our stakeholders and the public
- Make data readily accessible about each site using the Internet at <http://gems.LM.doe.gov>
- Implement a design that helps users easily visualize the relationships between data and geography
- Allow users to map validated geochemical and hydrologic data from the LM Environmental Database

Come and learn what GEMS is all about!

## **MarineMap—An Innovative Collaborative Support Technology Improving Community Engagement**

Presenters: Will McClintock, MarineMap Consortium, and Eric Poncelet, Kearns & West, Inc.

*Category: GIS*

Planners, resource managers, and community outreach professionals often struggle to find simple yet effective ways to engage the public in large-scale, scientifically complex planning efforts. MarineMap, a web-based decision support tool originally developed for use by non-technical stakeholders in marine protected area planning, has broad application to processes such as watershed planning and management, urban growth management, open space protection, and climate change adaptation. MarineMap can be used when there is a need for visualizing and

analyzing spatial data; siting prospective use areas; increasing collaboration and communication among stakeholders; and providing process transparency. Although MarineMap includes sophisticated GIS-based analytical components, the power of MarineMap lies in its ability to deliver these tools to average citizens so that they may collaborate and communicate with each other about place-based problems.

MarineMap was developed after California planners convened a diverse array of fishermen, recreational ocean users, environmentalists, residents, and others to participate in marine spatial planning and needed to enable effective collaboration on a scientifically complex subject. Using MarineMap, stakeholders were able to explore, develop, and submit a variety of alternative spatial proposals with real-time feedback on whether or not those proposals met the science guidelines established for the process. Due to its success in this process, MarineMap was awarded the 2010 U.S. Institute for Environmental Conflict Resolution Innovation in Technology Award.

MarineMap has been continuously used and developed since the first version was launched in 2008. We will demonstrate MarineMap version 3.0, currently in use for marine spatial planning in California, Oregon and Washington.

### **New GIS Web Technologies for Sharing, Collaborating, and Communicating**

Presenter: Monty Kickert and Bonnie Stayer, ESRI

*Category: GIS*

ArcGIS Online allows EPA users to communicate information in a geographic context both internal and external to their organization, as well as to the general public by leveraging web-based services and applications. EPA regional and program offices already are participating in the ArcGIS Online community by creating public and private groups.

Through ArcGIS.com, you can access maps, apps, and tools published by ESRI and other GIS users, and share your own content with a broad community of users. With ArcGIS Explorer Online, you can further embellish your Web map and create presentations that tell a geographic story or highlight specific issues.

### **AIRNow: Air Quality Information Where You Live**

Presenter: Terry Keating, U.S. EPA

*Category: GIS*

AIRNow provides real-time air quality data, forecasts, and health information to the public using EPA's Air Quality Index (AQI). Starting in 1998, the AIRNow website began offering AQI maps to the public. Forecasts soon followed and the system slowly expanded nationwide. Today, users across the nation consult AIRNow to plan their outdoor activities and learn about air quality and health. The demonstration will show the many products available on the AIRNow website and focus on the extensive local resources available.

## **The Cleanup Deck—Taming 400,000 Cleanup Sites and Institutional Controls**

Presenter: Bob Wenzlau, Terradex

*Category: GIS*

Do you know if there are contaminated sites near your home or backyard? Working with states and employing mash-up mapping, EPA and states have assembled information on almost half a million cleanup sites that include EPA Superfund, RCRA Corrective Action, Department of Defense Formerly Used Defense (FUD) sites, and state cleanup sites (including leaking underground storage tank sites). The Cleanup Deck provides the most comprehensive public compilation of cleanup sites available that allows users to look at an area and see the types of sites. In many cases, the Cleanup Deck allows users to access much more information on the sites through links to more detailed information. Users even can query on their mobile phone based on their current location. Please come try the Cleanup Deck out on your phone or laptop.

## **Using Social Media to Engage Youth and Racial Minorities**

Presenters: Thomas Sanchez and Beth Offenbacher, Virginia Polytechnic Institute and State University

*Category: Social Media*

This presentation focuses on the role of technology in engaging youth and racial minorities in civic capacity building and environmental awareness by focusing on examples of interactive games and mobile applications ("apps") that seek to broaden the public engagement process. Emerging technologies for communications, computing, and visualization can be effectively used during the planning process for public involvement, data collection, spatial analysis, and visioning. At the same time, we should critically assess the impacts of technology on planning processes such as outreach. Civil liberties and the digital divide are two such concerns. The emerging technologies highlighted here present opportunities for future civic engagement, public involvement and even future employment. This includes opportunities to reach traditionally underserved groups, particularly youth who may be highly conversant with the technologies or may be interested in becoming more active in their communities. Public involvement efforts can and should focus on opportunities to cultivate a culture of participation with youth and racial minorities. Three games/apps will be highlighted in this session: Walking History, an interactive, mobile game; Community PlanIt, an immersive 3D game; and Participatory Chinatown, a game designed for the master planning process in Boston's Chinatown.

## **Using Technology to Measure Message Tones and Social Media**

Presenter: Leticia Solaun, CH2M HILL, and Dr. Lauri Baker, Kansas State University

*Category: Social Media*

Do you wonder if a fact sheet is sending the message you intended? Can you measure the impact a newspaper article has on your project or the perceptions of the community about a site? This demonstration session will show attendees how to apply easy-to-use, free or low-cost technology tools to measure the tone of the outreach materials we develop and information that stakeholders write or broadcast about sites or projects. This demo will include traditional news coverage, blogs, printed outreach material, and other communication media.

## **Public Participation through Regulations.gov Exchange**

Presenter: Eric Schultz, U.S. EPA

*Category: Social Media*

This demonstration will help attendees understand and take full advantage of the services offered through the E-Rulemaking Initiative's Regulations.gov Exchange. The Exchange is a section of the Regulations.gov website that allows agency users to draw special attention to, and solicit public input about, aspects of their regulatory endeavors. This tool, when combined with the comprehensive docket management features found elsewhere on the Regulations.gov site, provides rulewriters throughout the Federal government a one-stop shop where they perform public communications at all stages of the regulatory process.

In order to accomplish its mission, the Exchange utilizes a full and ever growing arsenal of web technologies. Videos are used to convey important information about agency notices, rules, and proposed rules in a format that is relatable and easily absorbed. Two-way communication is fostered as users create personalized profiles to share their views in threaded discussions and rate various proposals. In the Exchange, they can search for information about regulations, as well as share their discoveries using their favorite social networking and bookmarking sites. People also can sign up for RSS feeds that will keep them constantly informed of new developments in topics of interest.

With the Regulations.gov Exchange, federal agencies and programs foster transparency with open dialogue between all users including: citizens, industry, public interest groups, trade associations, special interest groups and state and local governmental entities. As such, it is an important and useful option when considering community involvement.

## **Exploring New Media Technology for Stormwater Education**

Presenter: Aileen Winquist, Arlington County Department of Environmental Services

*Category: Social Media*

Are you looking for some new outreach tools to get your message out and influence behavior? Learn how a partnership of local governments has taken their successful radio social marketing campaign online by expanding their campaign web site, creating a blog, and driving traffic to the sites using Facebook, Google, banner ads, contests, and promotions. Find out the strengths and weaknesses of these social media and online tools and the best way to apply them to your program! See a demonstration of some of the tools to learn and discuss how these tools could work for you, and try your hand at creating a Facebook and Google ad of your own!

## **The EPA Community-Focused Exposure and Risk Screening Tool (C-FERST)**

Presenter: Timothy Barzyk, U.S. EPA

*Category: Risk Communication/Management*

This demonstration will focus on features of the Community-Focused Exposure and Risk Screening Tool (C-FERST) and present examples of its development from collaborative case studies with the CARE program. C-FERST is a web-based tool designed to facilitate population-based (i.e. location-based) cumulative exposure assessments, including identification and prioritization of environmental issues relevant to communities. C-FERST displays information and maps on pollutant sources, concentrations and exposures, as well as demographics and socio-economics within a

geographic information system (GIS) platform. It hosts a number of other features that continue to be developed, including fact sheets, a location-specific report of environmental issue profiles, a table of local values compared to those for reference areas and national averages, links to other tools, best practice examples implemented by other communities, and walk-throughs for community-based guidance documents. It especially addresses EPA Administrator priorities of Cleaning up our Communities, and Expanding the Conversation on Environmentalism and Working for Environmental Justice, and is part of the Office of Research and Development's Sustainable and Healthy Communities Research Program.

### ***Wednesday, July 20: 12:30 and 1:30 – 5:30 (Four- and Five-Hour Field Trips)***

#### **Casey Trees Field Trip (12:30—5:30 p.m.)**

Casey Trees is a Washington, DC-based non-profit established in 2002 committed to restoring, enhancing and protecting the tree canopy of the Nation's Capital. To fulfill this mission, Casey Trees plants trees, engages thousands of volunteers of all ages in tree planting and care, provides year-round continuing education courses, monitors the city's tree canopy, develops interactive online tree tools, and works with elected officials, developers and community groups to protect and care for existing trees and to encourage them to plant new ones. Upon arriving at Casey Trees, the group will have a 1-hour orientation that includes an overview of the organization and its work with communities and other partners. Lunch (at a cost of \$10 per person) will be served during the orientation. This will be followed by a 30-minute site tour of the Casey Trees headquarter's green roof system, rain gardens and green wall. During the last part of the field trip, the group will board the bus to Catholic University where they will tour four sites on campus where Casey Trees has planted trees in partnership with the campus arborist and the school community. For more information about Casey Trees, visit: [www.caseytrees.org](http://www.caseytrees.org).

#### **Anacostia Watershed Society Field Trip (1:30—5:30 p.m.)**

The mission of the Anacostia Watershed Society (AWS) is to protect and restore the Anacostia River and its watershed communities by cleaning the water, recovering the shores, and honoring the heritage.

The vision is to make the Anacostia River and its tributaries swimmable and fishable, in keeping with the Clean Water Act, for the health and enjoyment of everyone in the community. Community involvement is critical to achieving this vision and AWS seeks win-win solutions through strong partnerships and coalitions with all parts of the community, government, and other stakeholders. At the core of AWS's work is reaching out to, educating and engaging the next generation of decision-makers, our youth.

The group will board a bus to the AWS site in Bladensburg, MD and begin with a 30-minute introductory talk at AWS's park pavilion. Following the introductory talk, the group will begin a 1 hour and 45 minute boat tour of the Anacostia River narrated by AWS staff, who will talk about native plants and wildlife and efforts to clean up this area. Note that half of the participants will take the boat tour via pontoon boat and the other half will use canoes. For more information about the Anacostia Watershed Society, visit: [www.anacostiaws.org](http://www.anacostiaws.org).

Note: This tour is being offered on both Tuesday and Wednesday. Please select only one day to attend.

## **Wednesday, July 20: 1:30 – 5:30 (Four-Hour Training)**

### **Collaborative Governance or Collaborative Government? A Framework & Analysis Tool**

Presenter: Jamie Damon, Portland State University

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

How is “Collaborative Governance” different from government “working collaboratively”? President Obama’s Executive Order of January 2009 states, “Government should be collaborative.” What does this look like in practice for an agency confronted with contentious or complex situations? How does a manager develop a process and a path through the chaos? This session will increase a participant’s ability to identify key principles and stages of collaboration and to distinguish this approach from other public involvement processes.

Participants will be introduced to a collaborative framework and apply this to their own case situations using an analysis tool to strategically assess a contentious or complex situation for the potential for collaborative success. Participants with all levels of experience are welcome. Those with some experience developing and implementing public processes or who have a current situation to test the suitability for a collaborative process will find the framework and analysis tool most useful.

### **Making Meetings Work: Approaches and Tools for Better Meetings**

Presenter: Doug Sarno, Forum Facilitation Group, LLC

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

Are you still holding meetings that resemble a dry presentation followed by public comments at a microphone? Would you like to get more people engaged and involved in the topic and with each other? Public meetings can and should be informative, engaging, and fun for all participants. Creating more effective meetings helps both EPA and our communities.

This four-hour workshop will provide participants with a fundamental understanding of what makes meetings work and how to plan for a successful public meeting. The workshop will include the basic principles to plan effective meetings and achieve meeting goals, and will also identify a variety of innovative techniques to facilitate effective participation in meeting settings, and explore how to plan and design these techniques. The techniques described during the course will include: Revolving Circle (a.k.a. Samoan Circles or Conversation Circles), World Cafe, Card Storming, Nominative Group Technique, Open Space Meetings, Appreciative Inquiry and FutureSearch Processes, Focused Conversations, Deliberative Polling, Study Circles, and Workshops. Participants will receive information on each of these techniques, as well as website and book references for further exploration.

### **Present Effectively with Style and Skill**

Presenters: Pamela Avery and Dominic Frederico, Turner Strategies

*Topic Area: Expanding Engagement*                      *Level: Introductory*

EPA staffers and others often must present complex issues and complicated information to their many stakeholders, including community residents. How they present this information can make a big difference in how their projects, issues, and the organization in general are perceived by their



audiences. This interactive course is designed to give participants the confidence they need to stand up and deliver effectively.

Students who complete this course will gain skills to plan and organize an effective presentation; understand the rules of audience engagement; deal with difficult participants and situations; and develop a credible presentation presence. The course will feature videotaped examples of effective and ineffective presentations, and a group on-camera exercise to enhance each participant's confidence as a public speaker. The course is open to non-EPA staffers and each participant will be contacted prior to the course about his or her presentation experience and workshop expectations.

### **Quality vs. Quantity: The Evasive Quest to Measure Community Engagement Effectiveness**

Presenters: Marilyn Null, Colorado Department of Public Health and Environment; Ramona Huckstep, Missouri Department of Natural Resources

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

Having trouble explaining the value of what you do? How often do you have to convince technical project managers to get you involved before a project goes "south"? How do you convince your own organization that involving community members in decisions greatly enhances the possibility that the project can move forward more effectively? Can you explain to the public just how they've impacted decisions? How do you measure your work when numbers don't tell the whole story?

The tool presented in this session is the result of a multi-year effort based on practical, real-world experience. It provides indicators, metrics, measurement tools, and a numeric scale upon which to evaluate community engagement and partnering efforts. The tool provides environmental managers and stakeholder engagement professionals guidance for planning, integrating, implementing, and evaluating stakeholder involvement in accomplishing overall project goals. Participants will have the opportunity to practice using the tool in discussing, analyzing, and scoring a case study.

### **Risk Communication: Messaging to Build Trust and Understanding**

Presenters: Yolanda Sanchez, Sophia Serda, and Keith Fusinski, U.S. EPA

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

Grounded in the concept of risk perception and planning for public participation, this seminar will provide participants with the steps to create message maps for risk communication. First, we will present concepts of risk perception (i.e., outrage factors) and common biases in decision-making involving risk from a non-technical perspective and explore aspects of appreciative listening. Students will be guided through a listening assessment and exercise. Then, we will discuss the technique of message mapping and why it is useful for long-term environmental cleanup programs. Students will practice developing a message map on a controversial issue. We will end with a general discussion on how to use this framework to answer difficult community stakeholder questions regarding risk, including: Is it safe? What does a risk of  $10^{-6}$  mean? What is "background?"

### **Thursday, July 21: 8:00 – 9:00 (Plenary Session)**

During the final plenary, Carolyn Lukensmeyer, Founder and President of DC-based *AmericaSpeaks*, will talk about "Bringing Citizen Voices into Government." She will illustrate, first through a short video presentation and then by drawing on a deep well of experience from working in the public sphere, how citizens can be effectively engaged and their values and priorities

reflected in decision making. Based on her experience with *AmericaSpeaks*, Lukensmeyer has developed a civic engagement model that owes its success to seven underlying principles:

- Linked to Decision Makers
- Demographic Diversity
- Informed Participation
- Facilitated Deliberation
- Discover Shared Priorities
- Clear Recommendations for Action
- Sustained Engagement

Her experiences organizing a national discussion on America's federal budget deficit and debt will serve as an example of the general public's ability to understand, deliberate on, and find areas of common ground around even the most polarizing policy issues. This information is transferrable across disciplines and directly relates to community engagement with respect to the environmental field.

Following Lukensmeyer's presentation, closing remarks will be offered by three pre-selected attendees to the 2011 Community Involvement Training Conference who represent different entities (such as the federal government, state government, NGOs, etc.). Each attendee will briefly respond to the following question, "How well did the 2011 Community Involvement Training Conference achieve its goal (to provide an exceptional conference that both informs and trains EPA staff as well as the Agency's local, state, federal, and tribal partners in best practices to enhance community involvement)?"

### ***Thursday, July 21: 9:15 – 12:15 (Three-Hour Training)***

#### **Embracing Diversity in Collaborative Environmental Decision-Making**

Presenters: Curt Gervich, State University of New York, College at Plattsburgh; David Deshler, Prestige Global Language Center, Nairobi, Kenya

*Topic Area: Embracing Diversity*

*Level: All Levels*

This session is about creating more enduring, resilient and agile environmental organizations/partnerships by recognizing, embracing, and enhancing the roles that diverse perspectives, values and beliefs—also called "cognitive frames" or "frames"—play in decision-making. Our workshop is designed for participants in multi-stakeholder collaboratives, government agencies, non-profit organizations, for-profit businesses, and decision-making bodies with members from multiple sectors. The purpose of this session is to use the concept of "environmental decision-making frames" to shed light on why agreeing about decisions within the environmental arena is often difficult and why decision-making sometimes grows so heated it threatens to destroy the organizations/partnerships charged with planning for the environment, and to help environmental organizations/partnerships strengthen their planning processes.

This session provides a professional development opportunity designed to assist audience members in developing their capabilities at applying the concept of cognitive frames to recognize and manage conflict, and to provide a train-the-trainer workshop in which participants learn to facilitate activities they can take back to their host organizations/agencies and use to improve decision-making practices.

## **Getting the Right Information to the Right Place, at the Right Time: Community Perspectives to Agency Outreach**

Presenters: Ellen Manges, U.S. EPA, Mark Mitchell, Connecticut Coalition for Environmental Justice; Stephanie Tyree, Sludge Safety Project, Lillie Lane, Navajo Nation EPA; Mary Williams, Deep South Center for Environmental Justice

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

No matter how long you've been doing community outreach work, there is always more you can learn about how to ensure communities are involved in the decisionmaking processes that affect them.

In this session, you will learn about effective community outreach from the real experts—the communities. This training will look at stakeholder outreach around contaminated land sites with an emphasis on hard-to-reach and at-risk communities. The session will feature four renowned community leaders from completely different backgrounds presenting on the unique challenges they encounter disseminating key information about environmental issues. The session will compare and contrast the challenges faced by different communities and emphasize the importance of tailoring outreach to each specific community. By completing this outreach training, practitioners will gain a better understanding of communities' perspectives on EPA outreach and, in turn, improve their abilities to develop effective outreach strategies.

### ***Thursday, July 21: 1:30 – 5:30 (Four-Hour Training)***

## **Enhancing Community Profile Development: Identifying Community Characteristics and Behavior Templates**

Presenter: Carol Forrest, Rose Hill Communications, Inc.

*Topic Area: Expanding Engagement*                      *Level: Intermediate*

The model for developing community profiles has improved over the years. But are there additional ways of analyzing information that can help CI practitioners design more effective community involvement programs? Our 20 years of experience indicates that there are.

- Do you consider the geographical extent of stakeholder interest or concern? You should, because it varies from area to area and issue to issue.
- Do you know how to determine how power and decision making are really shared (or not) in a given community, or how the power structure could affect the ability of some stakeholders to be heard without active CI practitioner assistance?
- How do stakeholder groups in a given community react to perceived threats? Most groups exhibit templates of behavior that they will use time after time. Identifying such behaviors can help CI practitioners spot off-script activities that may indicate the emergence of new issues or influences.
- How does one define stakeholder groups? The characteristics that define specific groups don't always conform to obvious demographic categories.

This workshop explores a framework for identifying stakeholders and their concerns, needs, and preferences, and defining the contexts against which specific environmental issues play out. This framework, which complements U.S. EPA's basic community profiling process, involves the critical analysis and "testing" of information gathered through interviews and document research (including

online resources) by subjecting it to a series of questions that ultimately lead to a deeper understanding of the community and the stakeholders within it.

### **The Power of Apology**

Presenter: Patrick Field and Oluseyi Olubadewo, Consensus Building Institute

*Topic Area: Expanding Engagement*                      *Level: All*

At one time or another, it's likely that each of us has faced anger from a citizen or regulated entity over actions that we took, or failed to take, in our roles with EPA. We have certainly encountered situations in which we feel sympathy for stakeholders who are in difficult situations through no fault of their own. And, occasionally, we must deal with untrue statements about our organizations, our partners, or our programs. How we respond in these situations impacts whether we move forward with constructive relationships or become bogged down in an anger. An accumulating body of evidence indicates that apology has the power to heal rifts and allow parties to build a positive future.

This interactive discussion will examine whether—and if so, how and when—there is a place for apology (big or little, informal or formal, private, personal or public) in dealing with those who are unhappy, angry or dissatisfied with the decisions that public officials make. We'll consider the legal and ethical considerations and implications of apologizing, what makes an apology effective, and when not to apologize.

### **Thursday, July 21: 9:15 – 5:30 (Seven-Hour Training)**

#### **Basic, Intermediate, and Advanced Risk Communication Skills: Diverse Audience Applications**

Presenter: Vince Covello, Center for Risk Communication

*Topic Area: Embracing Diversity*                      *Level: Intermediate*

The objective of this training is to prepare participants to communicate effectively with diverse audiences using basic, intermediate, and advanced risk communication strategies and techniques. Upon the completion of the training, participants will be able to:

- Describe how diverse audiences process risk information.
- Craft and deliver messages responsive to the concerns of diverse audiences.
- Describe communication strategies to enhance believability, trust, and credibility.
- Describe ways to communicate information to diverse audiences proactively.
- Describe techniques for modeling the risk perceptions of diverse audiences.
- Describe techniques for engaging diverse stakeholders in the decision-making process.
- Describe methods for dealing with angry people from diverse audiences.

## **Bridging Theory and Practice in Effective Communication for Community Engagement**

Presenters: Jennifer Warren, Rutgers, The State University of New Jersey; Brandi White, U.S. EPA

*Topic Area: Expanding Engagement*

*Level: Intermediate*

Community engagement is founded on real-time collaboration with communities. Distinct individuals and groups, usually from differing contexts and with unique perspectives, must come together to initiate, develop, and maintain relationships to achieve a common goal or set of goals. Communication is what facilitates and provides the glue for these relationships. Without knowledge of communication processes, strategies, and skills, well-meaning participants can hit a brick wall, suffering lost partnerships, and ultimately, failing to achieve plans. Moreover, nowhere can communication be more complex and challenging and the wall more impenetrable than within underserved communities. It is critical that practitioners seeking to successfully engage underserved communities place an emphasis on understanding unique factors that impact communication processes in these settings, as well as identify strategies and build skills to support unique perspectives, build trust, and enable consensus building to “get the job done.” This beginner-to-intermediate course will help you do just that.

We use a social ecological model to identify and dismantle multiple and integrated levels that shape and influence communication unique to engaging underserved communities. The ecological model stresses the interaction across the individual, interpersonal, community/group, organizational/institutional, and societal levels. At each level, communication processes, strategies, and skills are broken down, exemplified, and practiced. These levels also provide participants with a framework to identify communication challenges and insight into intervention techniques to reduce and possibly eradicate these challenges.

Through current case studies, role-playing activities, and individual and small group activities, participants will gain theoretical and practical knowledge integral to using and responding to various forms of communication within a community context. Course participants will learn to navigate community engagement in underserved settings based on a flexible, genuine, and self-confident approach.

## **Doing MORE with LESS: 21<sup>st</sup> Century Technology Tools for Communicating BETTER with Diverse Publics**

Presenters: Annemarie Bleiker, Hans Bleiker, and Jennifer Bleiker, The Institute for Participatory Management and Planning (IPMP)

*Topic Area: Embracing Diversity*

*Level: Intermediate*

Most public meetings—and too many experiences with advisory committees—frustrate both the public agencies and the public. Differing cultural traditions and differing backgrounds create differently colored lenses through which people see the world. An effective outreach program enables an agency’s managers to *understand* all of their stakeholders.

A few creative public agencies that are committed to making sure that *all* potentially affected interests from diverse cultural backgrounds and traditions *can* participate, have always—even in the 20th Century—found ways to make that happen. They have used innovative, non-traditional, atypical Citizen Participation Techniques that work for people for whom the typical public meetings and advisory committees just don’t work. These alternative communications methods are still available, and those agencies, which aren’t quite ready to embrace the 21<sup>st</sup> Century methods, need to put them to work.

Not only are we in a new century, we have embarked on a new millennium! Some of the 21<sup>st</sup> Century Citizen Participation Techniques and Tools—including interactive websites, blogs, micro-Blogs, and social media (such as Twitter, Facebook, Qik, YouTube, Yammer, Flickr, LinkedIn, Google-Buzz, SideWiki, Qualtrics, Gov 2.0, ParticipateDB, iCount, LookingGlass, Google Analytics, and even Go-to-Meeting, etc.)—provide phenomenal opportunities for public agencies to communicate and interact with, and ultimately understand, their diverse publics like never before.

These newest public outreach methods are so user-friendly, you truly *can* do more with less, i.e. *more* interaction with *less* cost and effort, both on the Agency's and on the public's part.

### **Interest Based Negotiation—You CAN Get What You NEED!**

Presenter: Deborah Dalton, U.S. EPA

*Topic Area: Expanding Engagement*

*Level: Introductory/Intermediate*

Negotiations can be more fulfilling than just “horse trading” and compromising until you reach some “middle ground.” Wish your next negotiation could seem more productive? Wish you could figure out how to get more of what you need to move your project to completion? Using the framework of Interest Based Negotiations, first outlined by the Harvard Project on Negotiation, you will learn techniques to delve under those pesky positional statements and discover what you and those you are interacting with need in order to successfully negotiate a project. You'll learn how to seek the causes of conflict or disagreement and ways to overcome those barriers to agreement. The course will also help you know when and how to retain a facilitator to assist with difficult discussions. Through a series of interactive exercises, participants will practice important negotiation skills, such as active listening, questioning, and re-framing using real case examples derived from over 20 years of Superfund negotiations.

This course is appropriate for both experienced and newer CICs and project managers. Experienced staff will have the opportunity to brush up on negotiation skills and see negotiations from a new vantage point, while newer professionals will get a solid foundation in negotiation practice and skills. This course counts for the negotiations requirement for OSWER Inspector Credentials.

### **You Get What You Measure<sup>®</sup>: An Alternative Strategic Planning and Evaluation Tool for Progress You Can See**

Presenters: Shanna Ratner, Melissa Levy, and Barbara Wyckoff, Yellow Wood Associates

*Topic Area: Expanding Engagement*

*Level: Intermediate*

You Get What You Measure<sup>®</sup> is a values-based facilitated group process developed by Yellow Wood Associates that integrates systems thinking into strategic planning, identifies key leverage indicators, and aligns actions to achieve goals. This alternative strategic planning and evaluation process engages diverse stakeholders and directs action toward measurable goals while creating a powerful framework for planning/evaluation.

#### Takeaways:

- Motivate your organization to embrace the power of measurement;
- Find creative ways to create systemic change;
- Overcome “turf” issues and create shared language; and
- Understand how to integrate values into decision-making.