

## Sellwood, Alyssa A - DNR

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**From:** Kathleen Cantillon <kathleen.cantillon@jci.com>  
**Sent:** Wednesday, December 1, 2021 10:11 AM  
**To:** Sellwood, Alyssa A - DNR  
**Cc:** Jeffrey Howard Danko; Scott D Wahl; Denice Karen Nelson  
**Subject:** Tyco PFAS Communications Report due Dec. 1, 2021  
**Attachments:** Comms Plan for PFAS Remediation Oct 2020 - Nov 2021 for DNR.pptx

**Importance:** High

Alyssa,

Attached at DNR's request is an update on the communications tactics that have been used by Tyco to keep the public informed about the PFAS investigation/cleanup over the past year and that will continue into the future, with adjustments made as needed. The attached PowerPoint is an update to the presentation I made on a call between DNR and Tyco in October of 2021 and includes details of new tactics employed since that time.

Please let me know if you have any questions/concerns or need more information.

Thanks  
Kathleen

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**Marinette Fire Technology Center  
Remediation Communications  
NR 714.07**

*October 2020 – December 1, 2021*

**tyco**  
Fire Protection Products

# Communications Plan - Strategy

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## Goals

- Keep community informed about site investigation, including PFAS sampling results, and remediation solutions planned based on investigation, as well as on progress toward long-term clean drinking water solution
- Promote effective and meaningful public participation and notification per NR 714.07(1)

**Approach:** Neighbor outreach to get input on pre-Oct. 2020 communications, as well as input from DNR in Sept. 9, 2021 letter, that resulted in enhanced tactics including conventional means like newspaper ads and inserts, letters, door hangers, bulk mailers etc., whenever possible.

## Feedback:

- May-June 2021 - Tyco neighbor outreach to get follow-up input revealed that community feels better informed
- Sept. 2021+ - Expanded approaches for public notification, particularly use of more traditional, direct channels to communicate per DNR letter – i.e. bulk mail postcards
  - Very limited public response to new tools indicates they may feel sufficiently informed

# Audience & Message

## October 2020 – November 2021



# Communications Snapshot – Channels (Oct. '20 – Nov. '21)

Channel	Number/Audience
Ads & Inserts in 2 Local Newspapers	12 in <i>Peshtigo Times &amp; EagleHerald</i>
Proactive Media Outreach	Interviews with local newspapers, Milwaukee Journal Sentinel, UpNorth News & Bay Cities Radio show
Neighbor Outreach	6 Presentations to Critics, Chamber of Commerce (2), UW Professors, UW Class
Office Hours Bi-Weekly Zoom Calls/Construction Updates	6 (Sept-Dec 1, 2021)
Public Meetings	2: 1 virtual for all; 1 in-person with neighbors near GETS construction
Meetings with Municipalities & Leaders	Town of Peshtigo, City of Marinette, Marinette School Bd
Brochures	4: 2 on GETS; 2 on Soil Remediation – copies at City Halls
Tours & Community Crew visits	Elected Officials, UW Professors; Area residents
Videos	2: Drone footage of GETS route; Soil Remediation
Posts on Project Website/Alerts to subscribers	50+
Update Letters & Bulk Mailings to Community	6; 2 more soon with GETS construction wrap-up

# Communications Plan

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## Ongoing Enhanced Tactics/Events – *Results*

- **Flyers** – hung on doors of residents neighboring GETS construction at each phase
- **Bulk mail postcards** - sent to all residents & business addresses in area to advise how they can sign up to get remediation updates by mail – *1 response; more mailers planned*
- **Videos** – posted & distributed showing soil removal at FTC & drone footage of GETS route
- **Office Hours** – Zoom call started on Sept. 8 w/GETS Chief Engineer for bi-weekly construction updates - Sept. 8, Sept. 22; Oct. 6, Nov. 3, Nov. 17, Dec. 1- *few in attendance*
- **Signs** - working with DNR and area stakeholders to update message & increase number of signs near ditches
- **Construction Updates/Photos** - posted on website during each phase of construction
- **Press releases** for key milestones – on GETS construction, permanent water source etc.
- **Events** – *Community Crew* – opportunity to tour construction, Oct. 28, 2021 – *few attended*
- **Fact Sheets** – left stacks in public buildings
- **Newsletters** for community – next issue will provide GETS construction wrap-up in Dec.
- **Participation in Listening Sessions** when invited/appropriate