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Sharing the Biosolids Story with the Public

Tuesday, July 23, 2019
2:00 – 3:30 PM ET

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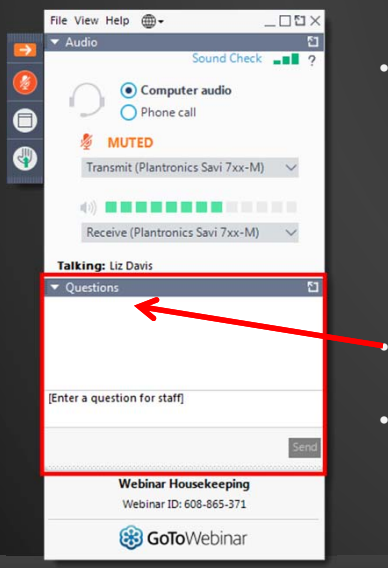
How to Participate Today



- **Audio Modes**
  - Listen using Mic & Speakers
  - Or, select "Use Telephone" and dial the conference (please remember long distance phone charges apply).
- **Submit your questions using the Questions pane.**
- **A recording will be available for replay shortly after this webcast.**

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Agenda

- How to build a messaging stool (Travis Loop, Water Environment Federation)
- A look at public opinion research on biosolids (Sarah Mason-Renton, Lystek)
- Messages in practice (Jeff Spence, Milwaukee Metropolitan Sewerage District)
- Cultivating third-party validators (Saul Kinter, DC Water)
- Methods of engagement with the public (Dan Meagher, Region of Waterloo)
- Responding to critics and building support (Manon Fisher, San Francisco PUC)

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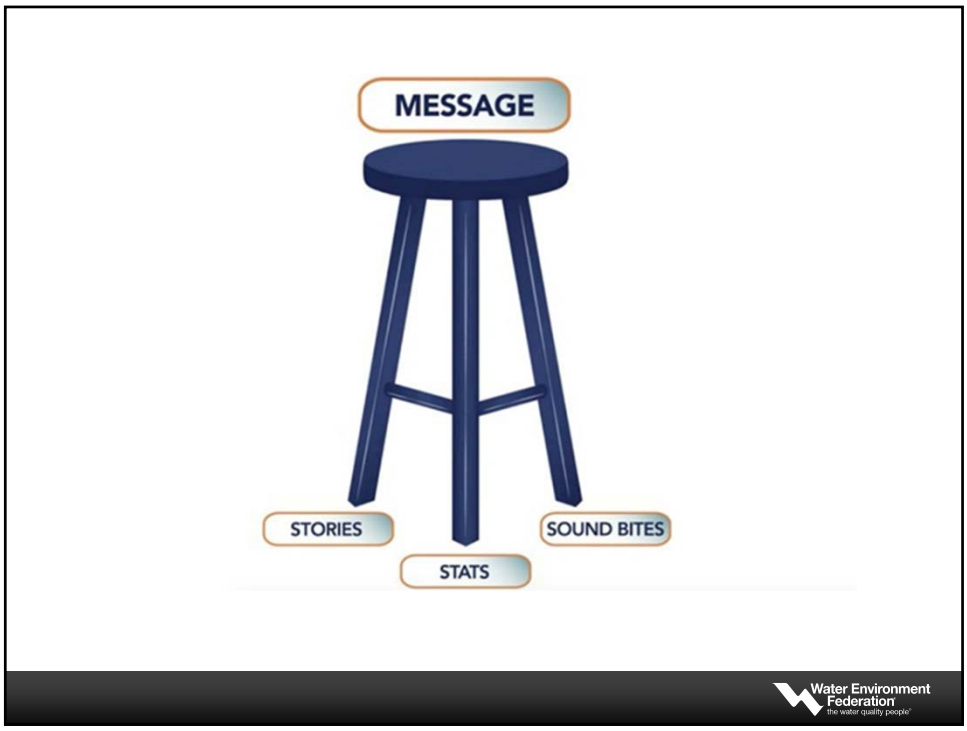

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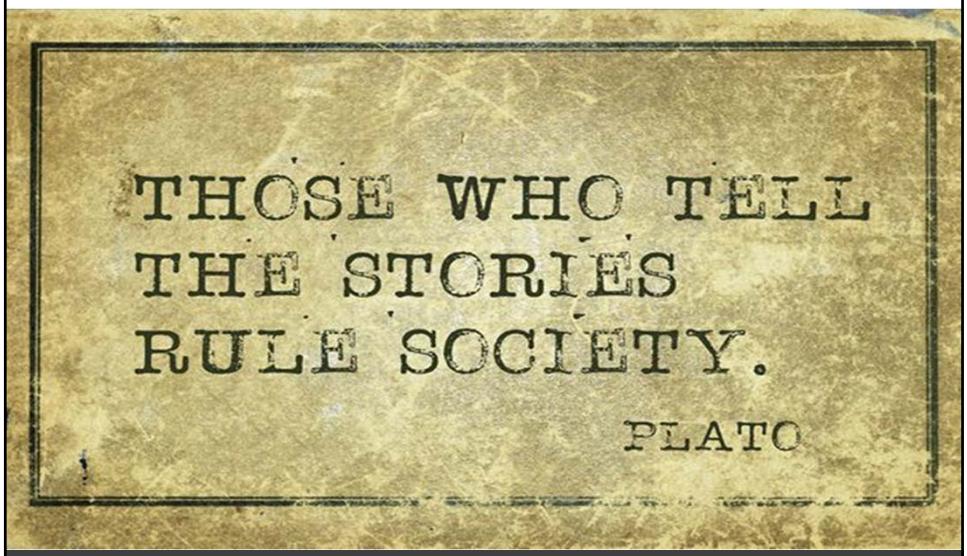
Message

Biosolids are a cost-effective way for farmers to safely and effectively fertilize their crops, improve the health of their soil and increase their yields.

6

Stories



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SPEAKING OF BIOSOLIDS

Ben Davis, Environmental Program Manager,
Renda Environmental

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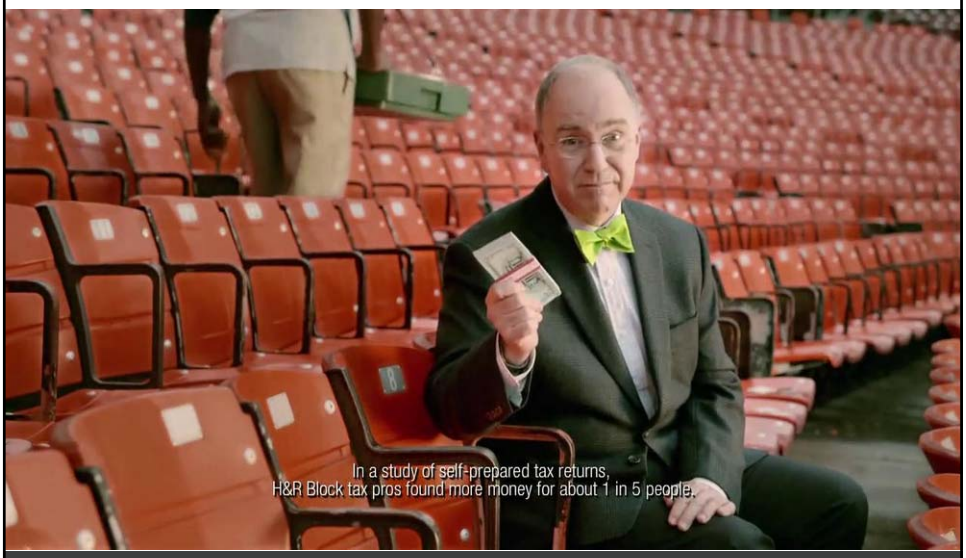
Statistics



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Statistic

Use of biosolids has been found to restore **60-70%** of the lost organic carbon from soils on farms in the U.S. Midwest.

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Soundbites

"The only thing we have to fear is fear itself."

"Ask not what your country can do for you but rather what you can do for your country."

"Government is not the solution to our problem; government is the problem."

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Soundbite

"Biosolids are multivitamins for the soil."

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Message Worksheets

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Sarah Mason-Renton

- Business Development Manager, Lystek International
- PhD in Geography, Environment and Sustainability from Western University
- Research in Ontario and British Columbia, Canada examining…
  - Public perceptions of the beneficial use of biosolids
  - Facility siting processes that bring resource recovery facilities to communities

Lystek
Nothing wasted.
Everything to gain.

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The Social Side of Biosolids Management

Research on the Public Perceptions of Biosolids

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Biosolids Management is a Social Issue

- Biosolids opposition is a social issue
- Differing values and expectations impact residents' risk perceptions
- Local context matters
- Improperly sited facilities can have lasting negative impacts on trust and public support
- Contested 'greenness' or resource value

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So What???

We need to better understand people's perceptions to better engage and work with the public to implement sustainable, green technologies

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Biosolids: A Contested Waste Product

Perceived Benefits

- 'Untapped resource' – valuable fertilizer and energy resource
- 'Closed-loop' or sustainable
- Natural resource
- Improve soil health
- Affordable

Perceived Concerns

- Uncertainty and emerging contaminants
- Health effects and air quality
- Quality of life
- Environmental – Water and soil contamination
- Intrusion of 'outside' hazards and end of life 'wastes'

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Framing your Communications in the Bigger Picture

Global or Relational Regional Scale

You see bumper stickers 'farmers feed cities', cities buy food... Being an hour and a half from Toronto. We have to get the circle of life going and... keep it spinning. So if Toronto and people need to eat and if we can bring the nutrients back to safely produce that food and keep it going around it is a symbiotic relationship and everybody wins. It is sustainable.

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Framing your Communications in the Bigger Picture

Local Container

You know if it's Toronto's waste that they want to do something with, do it in Toronto… if it's ours then we have to put up with it but not everybody else's in the world, you know what I mean right sometimes you have to put up with some things... but not with other people's... I don't agree with that.

We get the risk, they get the benefit… they get to call Vancouver green because they have made us brown with their shit, so it's not really fair.

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Relative Preferences

- Beneficial use preferred
- Not all beneficial use options considered equal
- No one-size fits all option
- Calls for more transparent case-comparison
  - Risks, benefits, costs, net energy expenditures and nutrient needs

Bring the public into your case comparisons and evaluations of available options/technologies!

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Importance of Public Engagement

Municipal Reflections: Communication Obstacles

You can see perfectly in hindsight… I thought naively that everyone would say well this is great, we can have our cake and eat it too, but well apparently not… We could have done better in terms of trying to describe to the community in terms of what the change meant and what it didn't mean.

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Importance of Public Engagement

Calls for more than the bare minimum consultation and notification…

Municipal Official – *We made the decision and ah went with it… We sent the notices out, which were done properly, and they still don't understand that… they thought that we should've sent them to everybody in Dundalk, well that is not what the law says*

Resident – *I'm a [close] property. They did what they were mandated to but you know I didn't feel I was really notified… They weren't concerned with what was said at all, they were just going through the motions I guess.*

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Tailoring Your Engagement Strategy

- Localized differences in perceptions
- More than just a deficit in education
  - *Familiarity does not predict acceptance*
- Need to understand residents' concerns, values and expectations
  - *Listen actively*
- Framing in a relative context
- Calls for community engagement and participation, not one-way communication
  - *Opposition greater when people feel the process is unfair*

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Worth it in the long run…

- Recognizing a cost upfront, effective consultation and engagement processes can have environmental, social, and economic benefits in the long run
- Emerging challenges require innovative improvements, enhanced resource recovery, and participatory collaboration - *Cannot settle for the status quo!*

"Rising tides lift all boats"

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Thank You – Q&A

Research Funded By:

Canada Graduate Scholarships Vanier Bourses d'études supérieures du Canada

Social Sciences and Humanities Research Council of Canada / Conseil de recherches en sciences humaines du Canada

Canada

Sarah Mason-Renton, PhD

Business Development Manager

t. 519-465-1294
e. smasonrenton@Lystek.com
w. www.lystek.com

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Everything to gain.

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Milorganite: 93 years of Engagement

SLOW-RELEASE
Milorganite®
NITROGEN FERTILIZER

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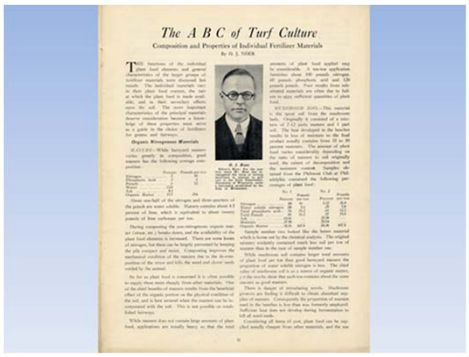
TURF RESEARCH HELPS TO CREATE CUSTOMERS


The A B C of Turf Culture
Composition and Properties of Individual Fertilizer Materials

The ABC of Turf Culture
was Published

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1925

MILWAUKEE
MILORGANITE
IDEAL TURF FERTILIZER

(Milwaukee-Organic-Nitrogen)

***First Prize was awarded to McIver and Son of Charleston. South Carolina**

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1926 FIRST SHIPMENT

First Rail Car 1926

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Retail Partners

ACO HARDWARE
FLEET FARM
HARDWARE HANK
Walmart
Save money. Live better.
THE HOME DEPOT
LOWE'S
Let's Build Something Together
ACE
The helpful place.
MENARDS
Dedicated to Service & Quality
True Value
STEIN
gardens & gifts
Blair's
FARM & FLEET
meijer
RONA
Doing it right
AGWAY
Busy Beaver

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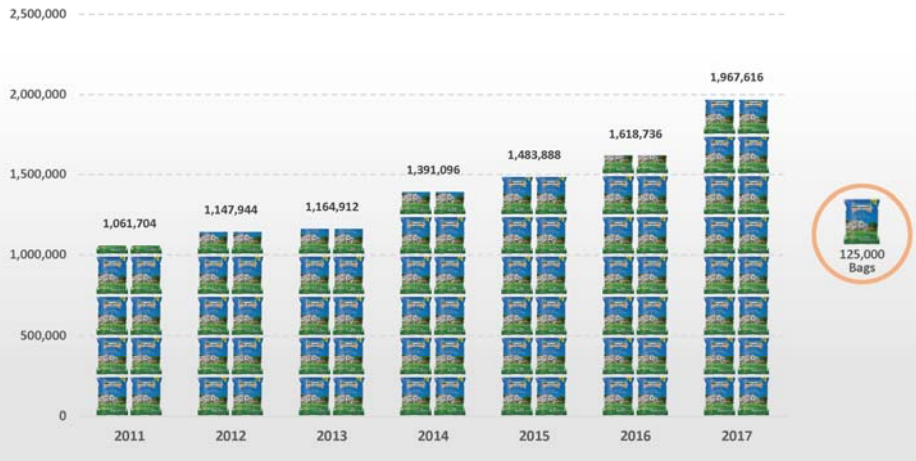
Retail Bags Packaged 2011 - 2017



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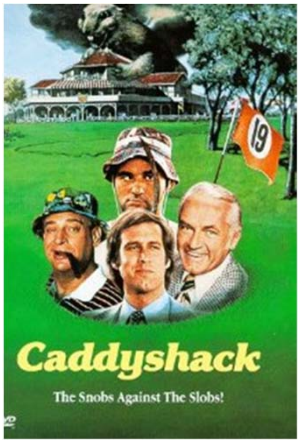
CAMEOS IN FILMS



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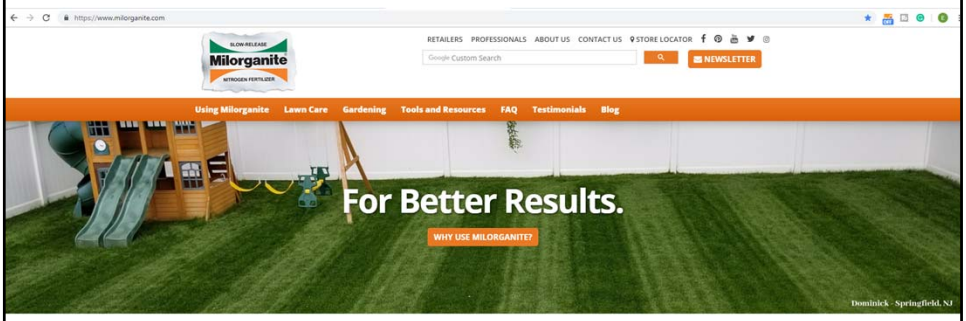


Store Locator


Milorganite Shortage


What is Milorganite?

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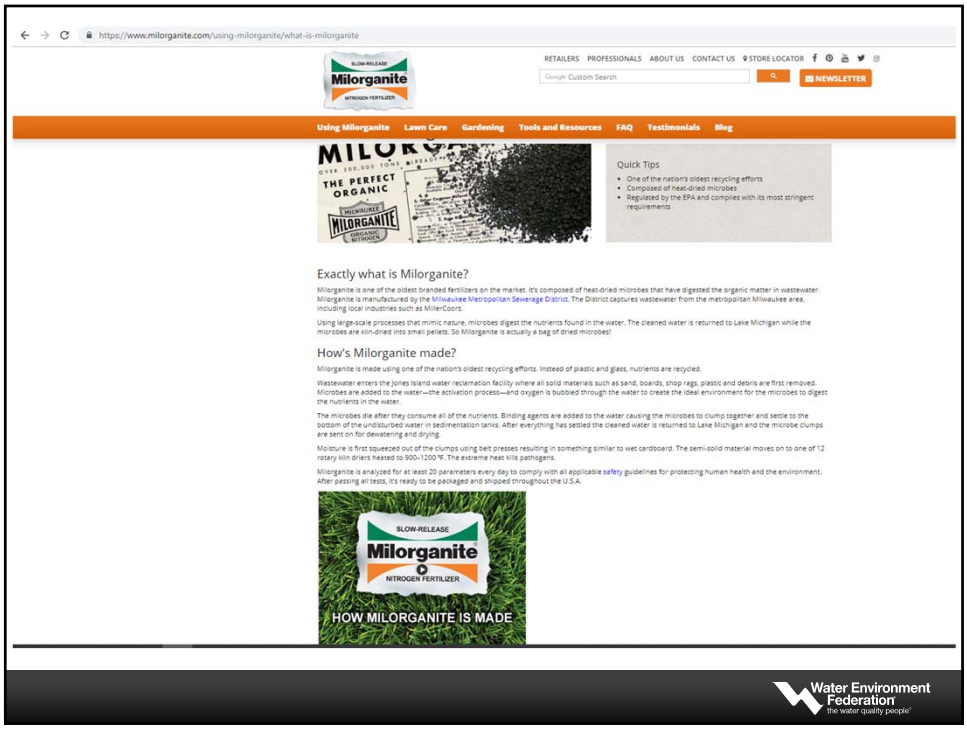
https://www.milorganite.com/using-milorganite/what-is-milorganite
RETAILERS PROFESSIONALS ABOUT US CONTACT US STORE LOCATOR
NEWSLETTER
Using Milorganite Lawn Care Gardening Tools and Resources FAQ Testimonials Blog
THE PERFECT ORGANIC
Quick Tips
One of the nation's oldest recycling efforts
Composed of heat-dried microbes
Regulated by the EPA and complies with its most stringent requirements
Exactly what is Milorganite?
Milorganite is one of the oldest branded fertilizers on the market. It's composed of heat-dried microbes that have digested the organic matter in wastewater. Milorganite is manufactured by the Milwaukee Metropolitan Sewerage District. The District captures wastewater from the metropolitan Milwaukee area, including local industries such as MillerCoors.
Using large-scale processes that mimic nature, microbes digest the nutrients found in the water. The cleaned water is returned to Lake Michigan while the microbes are kiln-dried into small pellets. So Milorganite is actually a bag of dried microbes!
How's Milorganite made?
Milorganite is made using one of the nation's oldest recycling efforts. Instead of plastic and glass, nutrients are recycled.
Wastewater enters the Jones Island water reclamation facility where all solid materials such as sand, boards, shop rags, plastic and debris are first removed. Microbes are added to the water—the activation process—and oxygen is bubbled through the water to create the ideal environment for the microbes to digest the nutrients in the water.
The microbes die after they consume all of the nutrients. Binding agents are added to the water causing the microbes to clump together and settle to the bottom of the undisturbed water in sedimentation tanks. After everything has settled the cleaned water is returned to Lake Michigan and the microbe clumps are sent on for dewatering and drying.
Moisture is first squeezed out of the clumps using belt presses resulting in something similar to wet cardboard. The semi-solid material moves on to one of 12 rotary kiln driers heated to 900–1200 °F. The extreme heat kills pathogens.
Milorganite is analyzed for at least 20 parameters every day to comply with all applicable safety guidelines for protecting human health and the environment. After passing all tests, it's ready to be packaged and shipped throughout the U.S.A.
SLOW-RELEASE
Milorganite
NITROGEN FERTILIZER
HOW MILORGANITE IS MADE
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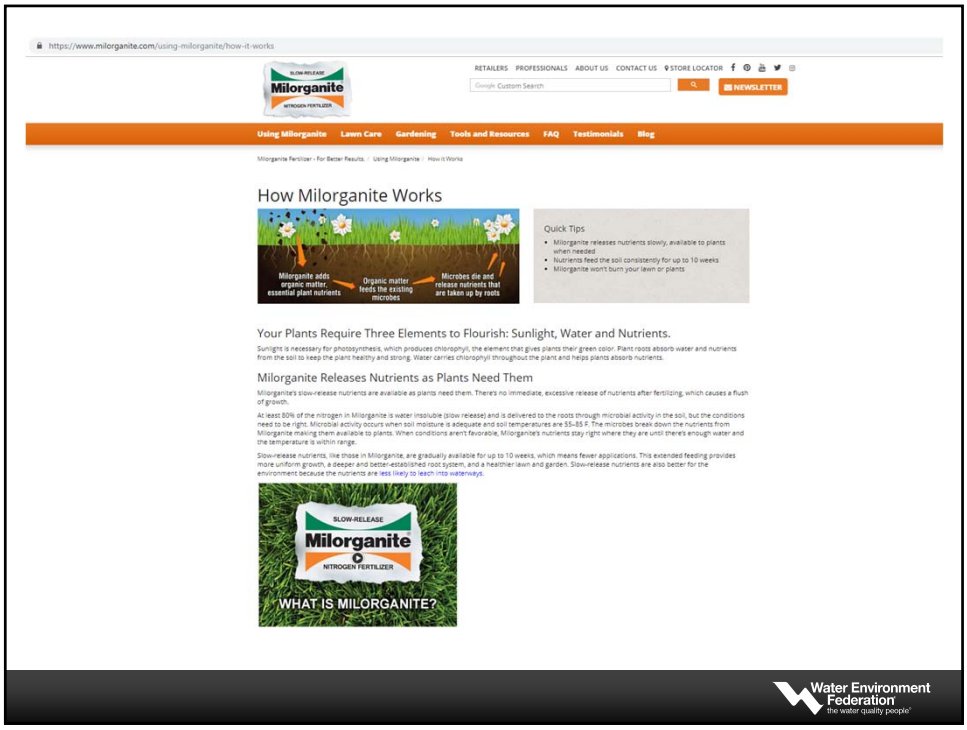
https://www.milorganite.com/using-milorganite/how-it-works
RETAILERS PROFESSIONALS ABOUT US CONTACT US STORE LOCATOR
NEWSLETTER
Using Milorganite Lawn Care Gardening Tools and Resources FAQ Testimonials Blog
How Milorganite Works
Milorganite adds organic matter, essential plant nutrients
Organic matter feeds the existing microbes
Microbes die and release nutrients that are taken up by roots
Quick Tips
Milorganite releases nutrients slowly, available to plants when needed
Nutrients feed the soil consistently for up to 10 weeks
Milorganite won't burn your lawn or plants
Your Plants Require Three Elements to Flourish: Sunlight, Water and Nutrients.
Sunlight is necessary for photosynthesis, which produces chlorophyll, the element that gives plants their green color. Plant roots absorb water and nutrients from the soil to keep the plant healthy and strong. Water carries chlorophyll throughout the plant and helps plants absorb nutrients.
Milorganite Releases Nutrients as Plants Need Them
Milorganite's slow-release nutrients are available as plants need them. There's no immediate, excessive release of nutrients after fertilizing, which causes a flush of growth.
At least 80% of the nitrogen in Milorganite is water insoluble (slow release) and is delivered to the roots through microbial activity in the soil, but the conditions need to be right. Microbial activity occurs when soil moisture is adequate and soil temperatures are 55–85 F. The microbes break down the nutrients from Milorganite making them available to plants. When conditions aren't favorable, Milorganite's nutrients stay right where they are until there's enough water and the temperature is within range.
Slow-release nutrients, like those in Milorganite, are gradually available for up to 10 weeks, which means fewer applications. This extended feeding provides more uniform growth, a deeper and better-established root system, and a healthier lawn and garden. Slow-release nutrients are also better for the environment because the nutrients are less likely to leach into waterways.
SLOW-RELEASE
Milorganite
NITROGEN FERTILIZER
WHAT IS MILORGANITE?
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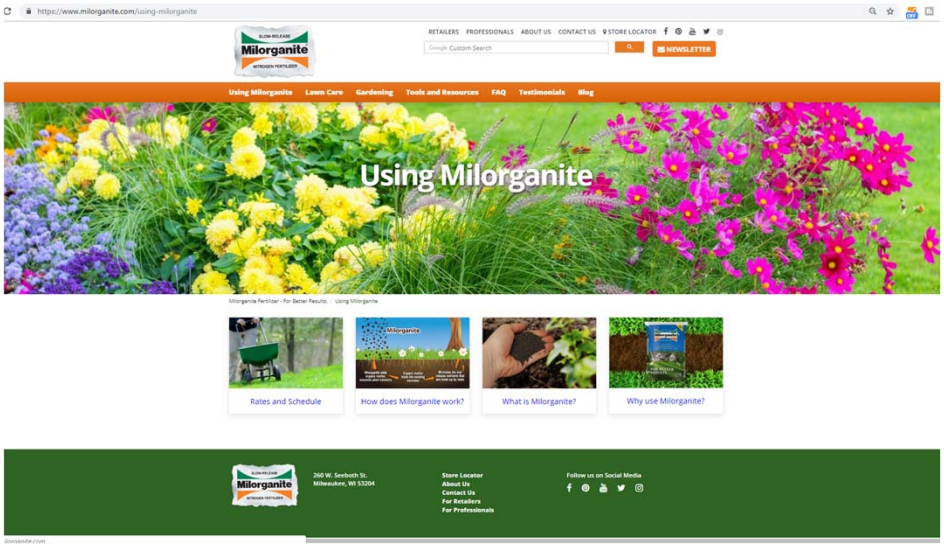

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Milorganite Safety

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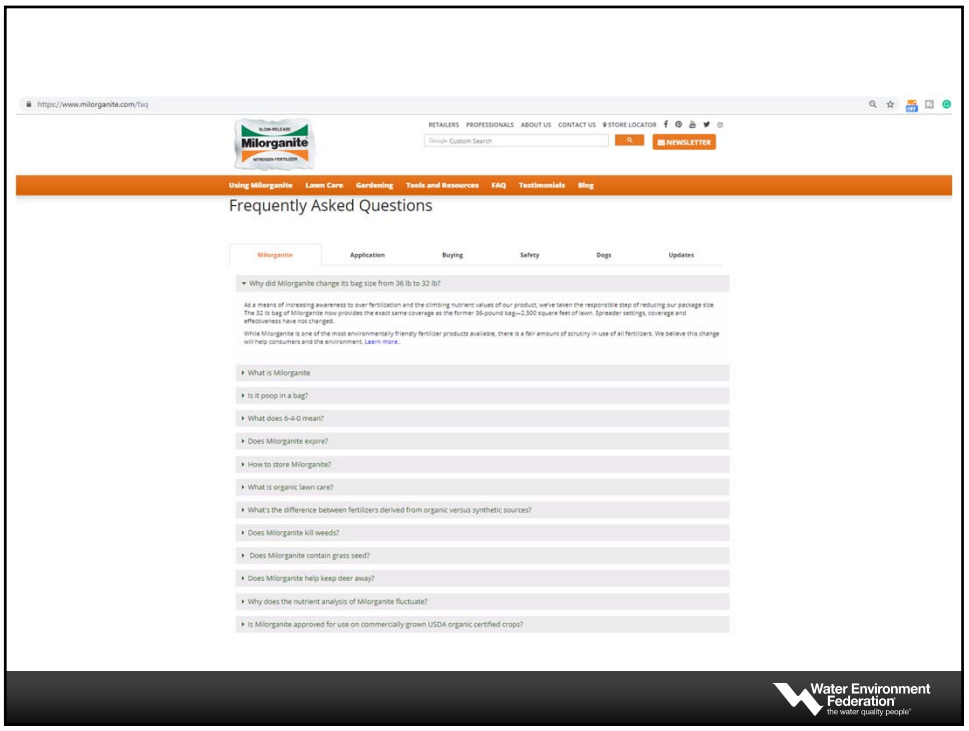

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Use of influencers

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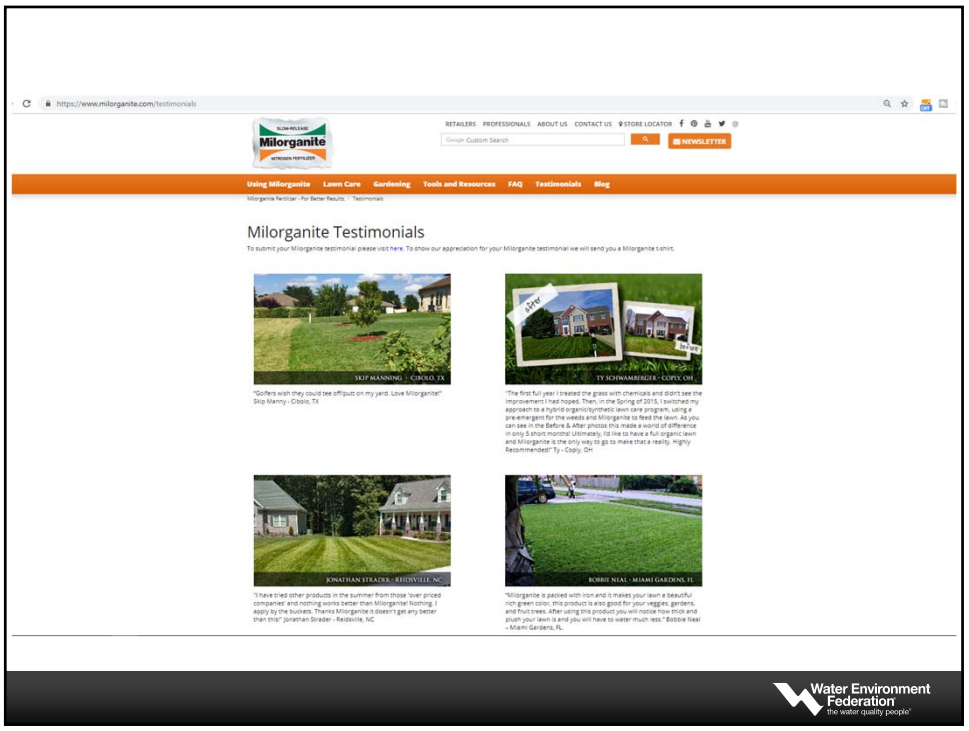
https://www.milorganite.com/testimonials
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NEWSLETTER
Using Milorganite Lawn Care Gardening Tools and Resources FAQ Testimonials Blog
Milorganite Testimonials
To submit your Milorganite testimonial please visit here. To show our appreciation for your Milorganite testimonial we will send you a Milorganite t-shirt.
SKIP MANNING - CIBOLO, TX
"Golfers wish they could tee off/putt on my yard. Love Milorganite!" Skip Manny - Cibolo, TX
Before
TY SCHWAMBERGER - COPLY, OH
"The first full year I treated the grass with chemicals and didn't see the improvement I had hoped. Then, in the Spring of 2015, I switched my approach to a hybrid organic/synthetic lawn care program, using a pre-emergent for the weeds and Milorganite to feed the lawn. As you can see in the Before & After photos this made a world of difference in only 5 short months! Ultimately, I'd like to have a full organic lawn and Milorganite is the only way to go to make that a reality. Highly Recommended!" Ty - Coply, OH
JONATHAN STRADER - REIDSVILLE, NC
"I have tried other products in the summer from those 'over priced companies' and nothing works better than Milorganite! Nothing. I apply by the buckets. Thanks Milorganite it doesn't get any better than this!" Jonathan Strader - Reidsville, NC
BOBBIE NEAL - MIAMI GARDENS, FL
"Milorganite is packed with iron and it makes your lawn a beautiful rich green color, this product is also good for your veggies, gardens, and fruit trees. After using this product you will notice how thick and plush your lawn is and you will have to water much less." Bobbie Neal - Miami Gardens, FL
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MILORGANITE
THE ROCK PILE
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thanks

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Cultivating Third-Party Validators

Saul Kinter, DC Water

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DC Water background

- Wastewater treatment for over 2.2 million people
- District of Columbia + portions of Maryland and Virginia
- <2% light industrial
- Excellent history of treatment performance
- THP/MAD in late 2014
- 450 wtpd Class A EQ biosolids
- Branded as Bloom (bloomsoil.com)

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370 million gallons/day (1.4M m^3/day) design capacity

Largest advanced Water Resource Recovery Facility in the world

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BLOOM
GOOD SOIL,®
BETTER EARTH.
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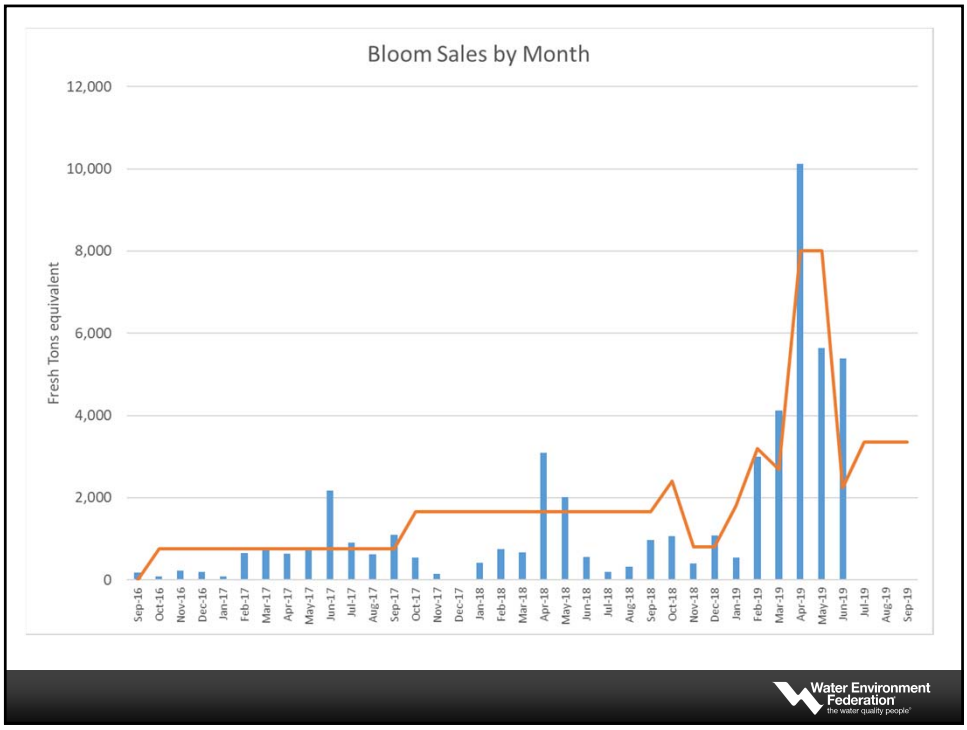
Bloom Sales by Month
Fresh Tons equivalent
12,000
10,000
8,000
6,000
4,000
2,000
0
Sep-16
Oct-16
Nov-16
Dec-16
Jan-17
Feb-17
Mar-17
Apr-17
May-17
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Jul-17
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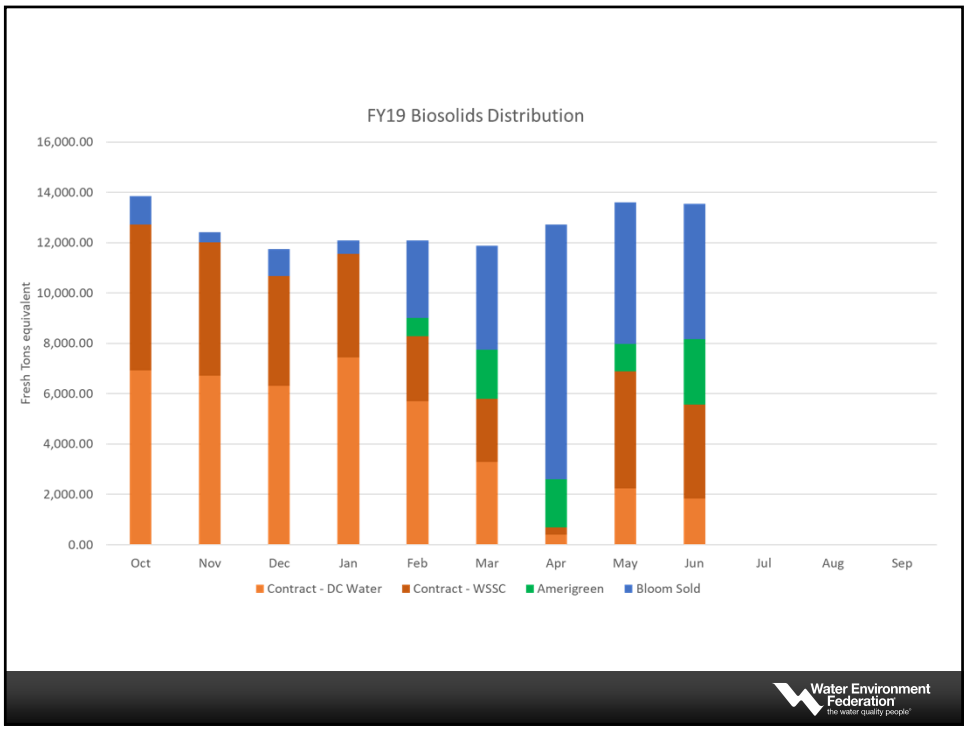

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Why Cultivate Validators?

- Help spread your message
- Independent, objective *and therefore reliable* source for quality or safety questions and concerns
- References

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Who to Cultivate and How?

- Happy, enthusiastic customers
  - Free samples
  - Technical support and assistance
  - Excellent customer service
  - Value proposition

  Ex: Lane Construction, H & S Farms
- Industry/trade organizations
  - Innovation
  - Overall business case

  MD Grain Producers Association, SMADC, Farm Bureau
- Academia
  - Especially the local Extension office
- Influence Makers
- Government

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Public outreach template—during construction

- Proactive meetings with community gardens and environmental groups
- Ensure all elected officials are informed and on board
- Donate to gardens and non-profits with a high quality product
- Engage the press and inoculate with facts
- Disseminate success stories
- Engage when opposition arises

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Connecting with the DC Gardening Community

ROOTING DC

An annual forum. A perennial movement.

DPR SUMMER GARDEN WORKSHOP SERIES

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BLOOM Field Trials by Dr. Frank Gouin

Dr. Gouin Approved √

Upakrik Farm in Deale, Maryland

Cherry Bark Oak

Turf

Flowering Annuals

Peppers and Cole Crops

About Dr. Frank Gouin

BLOOM continued Case Study: Using Bloom for Road Construction Landscaping

The Approach

The Result

The Prospect

"Bloom speaks for itself"

– Matt Reese, The Lane Construction Corporation

- Event invitations
- Friendly audience
- Testimonials

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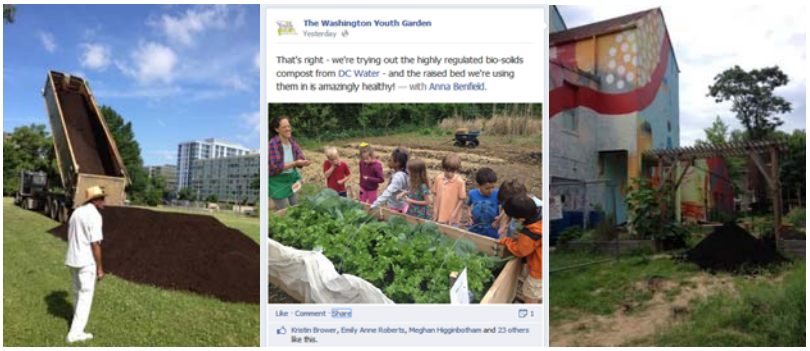
Community Gardens



80+ community gardens & tree plantings (700+ tons)

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Positive feedback from Virginia biosolids opponents

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DDOT Urban Forestry Administration & Casey Trees: Tree plantings

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Methods and Tools for Engagement

Dan Meagher

BIOSOLIDS Strategy

Region of Waterloo

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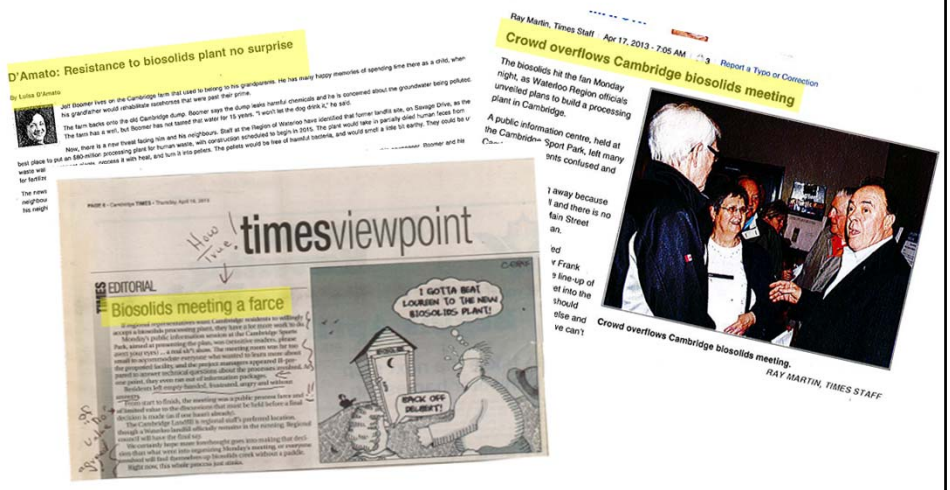

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Engagement Objectives

- Go beyond legislated requirements
- Attract interest
- Educate, translate
- Identify issues that matter
- Get ahead, stay ahead

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Why it's critical

To expect people to buy-in and listen to you, you must first listen to them

When people feel a part of something, the conversation changes for the better

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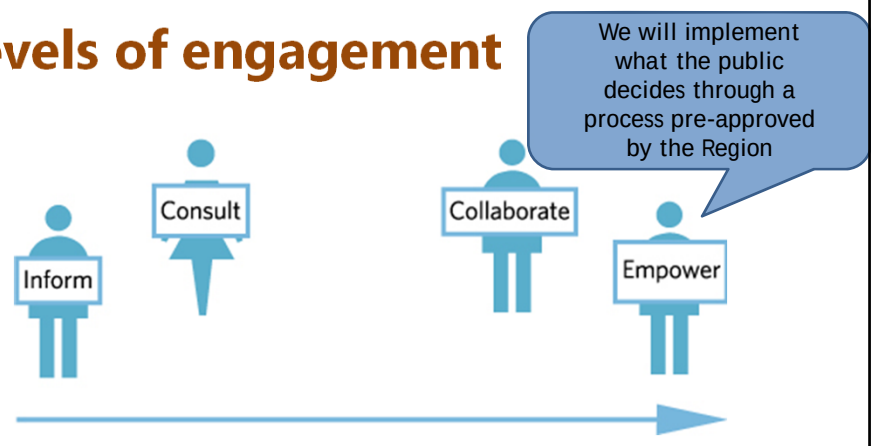
Levels of engagement



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Would you attend this?


Region of Waterloo
PUBLIC NOTICE
NOTICE OF STUDY COMMENCEMENT

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BIOSOLIDS Strategy LAUNCH EVENT

The Region of Waterloo Presents

The Science of Biosolids
What is it? What do we do with it?

Join us on November 17th, 2015 along with Canada's best known science journalist, Bob McDonald, as we discuss the science of biosolids and how you can get involved in developing a new strategy for our community.

The open house is free to attend, but seating is limited for the talk with Bob McDonald, so please register in advance.

If you have any questions or comments please contact:

Kaoru Yajima

Tel 519-575-4757 ext. 3349
TTY 519-575-4608
Email kyajima@regionofwaterloo.ca

If you require accessibility assistance to participate in this event, please contact us in advance.

Biosolids Strategy Open House

Tuesday, November 17th

6:00-9:00pm
Waterloo Region Museum
10 Huron Road, Kitchener ON

Bob McDonald Talk: 7:00pm

Preregistration required for the discussion with Bob McDonald.

Registration opens November 4th

Register at:
www.regionofwaterloo.ca/biosolids

With...
Bob McDonald
CBC's host of
Quirks & Quarks

The Region of Waterloo Biosolids Strategy Notice of Commencement

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Region of Waterloo

ENVIRONEWS

OCTOBER 2015

We want you to help create our biosolids strategy

The Region of Waterloo is starting to create a biosolids strategy. The first opportunity for the public to be involved is the week of November 17, 2015, at 6:30 p.m. at the Waterloo Region Museum. Guest speaker, CBC science journalist Bob McDonald, will address the topic of biosolids and staff will provide information on how the process will unfold.

Biosolids are the organic materials removed from our water after we flush it down the drain. As a growing community, we are creating larger amounts of this material each day. So what do we do with all this material?

There are a number of options to consider when dealing with biosolids. Some options may require an area to store it, to treat it, and trucks to haul it, both which have financial and environmental costs. Other options make use of biosolids as a resource, but we need to look at how each option impacts the community. We have a lot to consider, which means we need a strategy for the decades to come.

BIOSOLIDS Strategy

As we develop this strategy, we'll be providing more information about biosolids. We'll also need your input. What is the best strategy for the entire region? Have your say as we start the process. We will be holding a number of public input sessions along the way to have your opinions heard and questions answered. We will also deliver surveys, discussion forums and other in-person and online opportunities.

"We are all involved in creating biosolids, so we should all be involved in determining what we do with them as a community," said Water Services project manager Kaoru Yajima. "The best strategies take the whole community's interests to heart and we need the public to help us identify the best possible solutions."

For more information, including a video featuring Bob McDonald, visit our website at **www.regionofwaterloo.ca/biosolids**.

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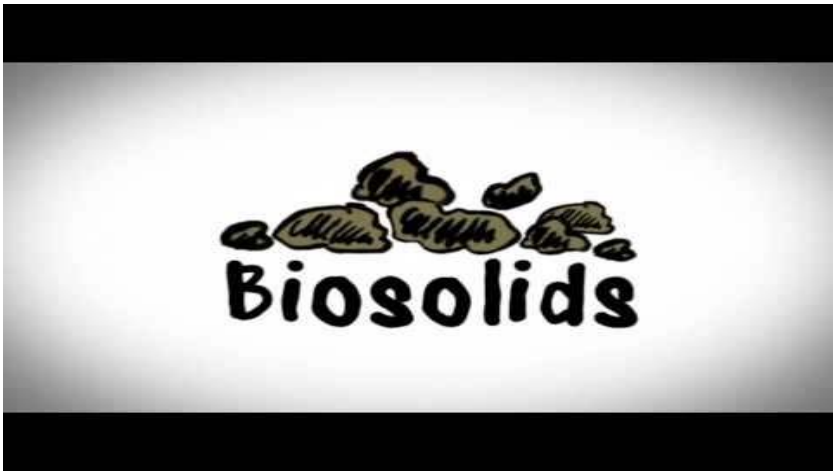

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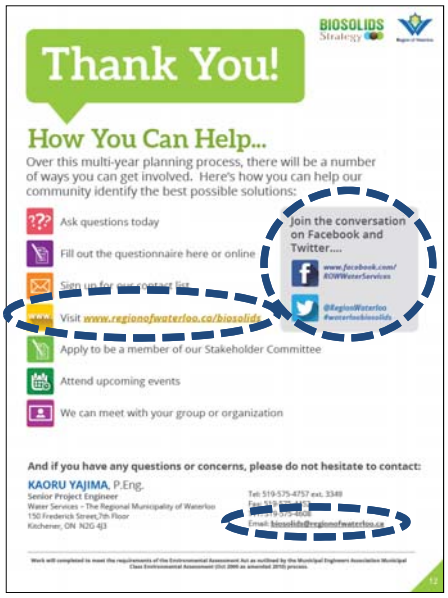

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Issues that Matter

- Work collaboratively to find solutions
- Build on existing infrastructure
- Protect the natural environment
- Protect health and safety
- Minimize and manage operational risk
- Protect the quality of life
- Be cost effective and provide value

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Enhance the traditional

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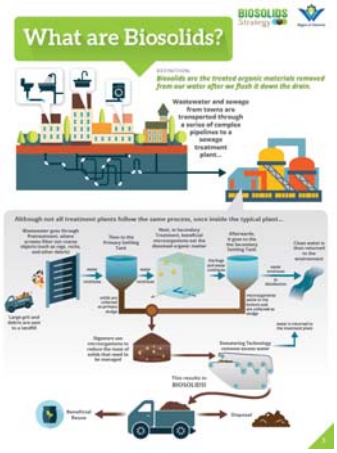

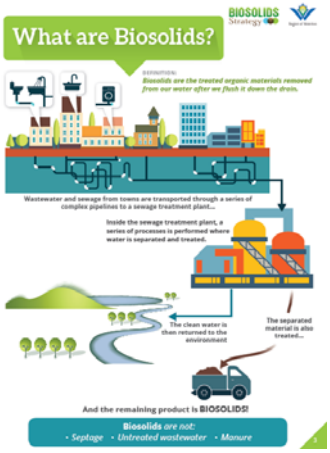

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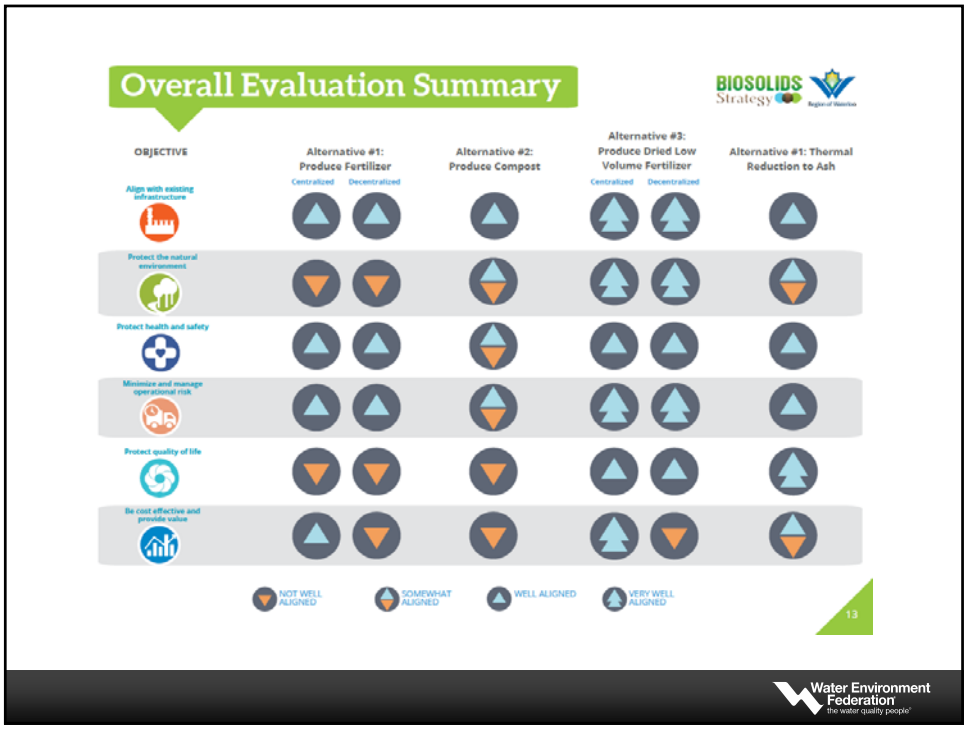
Overall Evaluation Summary
BIOSOLIDS Strategy
OBJECTIVE
Alternative #1: Produce Fertilizer
Centralized
Decentralized
Alternative #2: Produce Compost
Alternative #3: Produce Dried Low Volume Fertilizer
Centralized
Decentralized
Alternative #1: Thermal Reduction to Ash
Align with existing infrastructure
Protect the natural environment
Protect health and safety
Minimize and manage operational risk
Protect quality of life
Be cost effective and provide value
NOT WELL ALIGNED
SOMEWHAT ALIGNED
WELL ALIGNED
VERY WELL ALIGNED
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Region of Waterloo 2018 Biosolids Strategy at a Glance
BIOSOLIDS Strategy
Region of Waterloo 2018 Biosolids Master Plan
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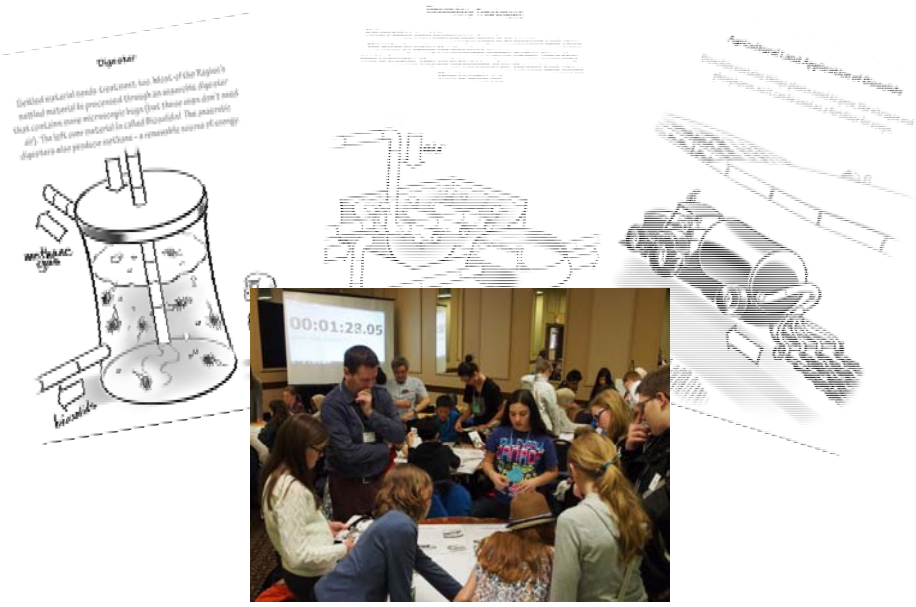

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Lessons Learned

- You can go beyond
- Different learning styles
- Focus on the issues that matter to the public

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Dan Meagher
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Questions???

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Building Support and Responding to Critics

Manon Fisher
Resource Recovery Specialist
San Francisco Public Utilities Commission

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The benefits of biosolids are clear

Portion of field without SFPUC biosolids

Portion of field amended with SFPUC biosolids

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Misinformation is the greatest threat to a successful biosolids program

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Building programmatic support

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How to build support

- Identify your stakeholders
- Listen to your stakeholders
- Speak with authentic honesty
- Don't take offense
- Enlist the best spokesperson for the situation

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Identified Stakeholders

Internal	• WWE staff – strong focus on Operations • External Affairs staff – strong focus on Community Benefits	• Commissioners • San Francisco City Departments: SF Environment, SF Rec and Park, SF Zoo
Advocates	• Cal Academy of Sciences	• Gardening experts
Current Customers	• 3 ranchers in Solano and Sacramento Counties	
Partners and Peers	• Current distribution partners - Synagro, Lystek • Researchers and scientists • Bay Area Biosolids Coalition	
Future Customers	• Soil blenders • Community gardens • Home gardeners	• Professional landscapers • Schools • Soil remediation • Cal Trans
General Community	• Ratepayers • Businesses • Community leaders	
Elected Officials	• SF Board of Supervisors • CA Legislators • CA Senators / Assemblypersons	

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Listening Campaign

- What do they want to know?
  - What are their cares, concerns, goals, policy platforms, etc.?
- How do they want to learn it?
  - What is the most accessible medium for my audience?
- What do you want to tell them?
  - What are the three most important takeaways?
  - What questions do you have for them?
- What is their location and how are we going to communicate with them?

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"I'm trying to be a good listener, but you keep breaking my concentration by talking!"

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Growing your stakeholder network

- Partner with Researchers and Academics
  - Authentic relationships are built over time
  - Listen, share time, and provide financial resources to support research
- Support Private Sector Innovation
  - Boulder Park Inc. & Natural Selection Farms are two great success stories from Washington State where ranchers and farmers worked together to manage land application and develop a business.
  - They are now the local advocates

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SFPUC Community Benefits Program

- First utility in the country to pass a "good neighbor policy"
- Focus on key areas that make every community healthy and safe:
  - Workforce development
  - Education
  - Arts
  - Environmental justice and land use
  - Neighborhood revitalization
  - Small business opportunities
- Helps build the reputation of our utility early so that when they do learn about other programs they feel confident about who are and what our values are

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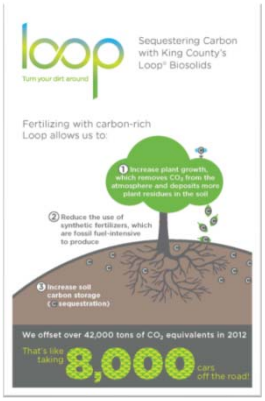
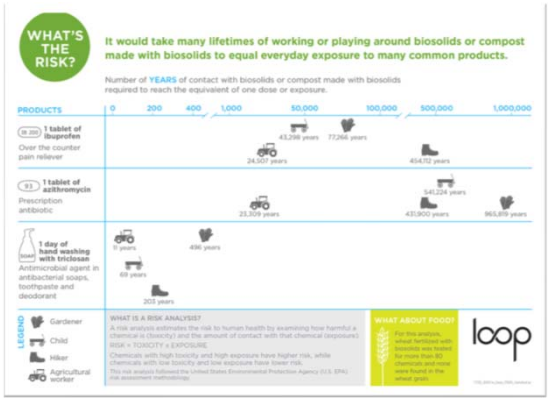
Develop communications tools based on your stakeholders' needs and interests





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Responding to critics

- Having all this information readily available sets the foundation for when you're responding to critics
- Be prepared with a toolkit
- Strategically add to your toolkit over time

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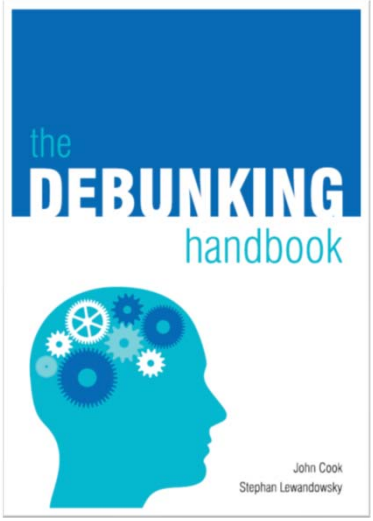
How to debunk misinformation

- Information packing alone won't work
- Correcting misinformation is tough – people tend to remember the first thing they learned about a topic
- Don't repeat the myth! This usually reinforces the myth rather than dispelling it
- Focus on the facts you wish to communicate
- Replace misinformation with an alternate narrative
- Keep it straightforward and easy to understand
- End on a strong, simple message that people will remember
- Use graphics and visual data
- Provide credibility of the source of information



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Encouraging questions and participation

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Most Importantly – Use the Network

- Call your sister agencies and your regional organizations (e.g., CASA, NW Biosolids, MABA, VA Biosolids Council, NEBRA, SEBA)
  - They can share resources, expertise, AND you will be giving them an important heads up
- When we work together we can share resources, collaborate on projects and ensure consistency in messaging and best practices across the industry
- It is never easy all the time, but it is possible to have a successful, resilient program

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