FRESHKILLS PARK: COMMUNICATIONS STRATEGY

FINAL BRIEFING

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AGENDA

Introduction

Methodology

Recommendation
OUR CLIENT
NYC Department of Parks & Recreation

Eloise Hirsh
Communications strategy addressing public health concerns raised by Staten Island residents
1948

Fresh Kills Landfill Opens
1986 – 1988

29,000 tons daily
2001

Landfill is closed
Scale Comparison: Manhattan
2036

Freshkills Park Fully Completed
“Whenever I opened up my windows, this smell would come into the house. Three years later, I got breast cancer...that’s what I think it was from” – Survey Respondent
Communications Today
Methodology
Survey Results

Will Visit: [Image of circles filling up]
Not Sure: [Image of partially filled circles]
Will Not Visit: [Image of circles not filling up]
Health Concerns

Will Visit

Not Sure

Will Not Visit
Scientific Research
WASTE
AIR
SOIL
SURFACE
WATER
GROUNDWATER
Liver Disease
Colorectal
Colon
Rectum
Rectosigmoid
Pancreas
Larynx
Lung and bronchus

Urinary bladder
Kidney and Renal Pelvis
Brain Damage
Nervous System
Thyroid
Non-Hodgkin Lymphomas
Female Breast
Malaria
SOIL

MITIGATION:
Landfill cap with impermeable liner

RISK LEVEL:
Very Low
AIR

MITIGATION:
LFG Management System,
Air Monitoring Program

RISK LEVEL:
Low
GROUNDWATER

MITIGATION:
Leachate Containment System, Groundwater Not Consumed

RISK LEVEL:
Low
SURFACE WATER

MITIGATION:
Leachate Containment System, Monitoring Program

RISK LEVEL:
Medium
EXCEEDS ENVIRONMENTAL STANDARDS:

- Copper
- Dissolved Oxygen
- Ammonia
- PCBs
- Heavy Metals

45 Liters Per Day
Communication Best Practices
Risk = Hazard + Outrage
Recommendation: The Communication Plan
Who to Reach
Academic Institutions

Environmental Groups

Politicians

Activity Groups

Churches

Family Groups

Community Boards

Media
What to Say
Acknowledge public skepticism

Public health is a serious issue

Engineering and monitoring systems

History of landfill to park conversions

Committed to transparency
How to Reach Them
Community Outreach

- Community advisory board
- Information Sessions
- Face to Face Meetings

Media Engagement

- Press Kit
- Crisis Communications
- Build Relationships

Web Tactics

- Incorporate Health
- Keep Current
- Search Engine Optimization
Customizing the Message

Technical

Family Oriented
When to Reach Them
Phase 1: Testing Ground

Build a community advisory board
Target “influencers”
Post health information on web
Test messaging with advisory board
Phase 2: Full Roll-Out

Target “early adopters”

Road-show highlighting health

Develop crisis communications plan

Integrate web efforts
Phase 3: Reassess
Re-survey Staten Island residents
Test against community segmentation
Test customized messages
Questions?