



SediVision®

Advocacy & Outreach in Biosolids Management

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Florida Water Environment Association

Fall Biosolids Seminar



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SLUDGE IN THE GARDEN

Toxic PFAS in Home Fertilizers Made From Sewage Sludge



- **The federal government** must urgently act to end PFAS uses in commercial products and releases from industrial sites. To address PFAS in wastewater, it must set limits for PFAS and other persistent chemicals in biosolids products applied to farmlands or home gardens. The EPA must promptly list all PFAS in the Clean Water Act, which will allow state and federally granted wastewater permits to require testing and treatment to remove PFAS in wastewater. Immediate action is needed both for the industries producing PFAS and PFAS users—including metal plating, paper, textiles, and plastics—and industries using PFAS for fire suppression.
- **States** should regulate PFAS in their Clean Water Act rules. Forty-seven states have direct oversight over chemicals discharged into the wastewater system. They should investigate contamination of food and farmland, set up new management systems to keep contaminated biosolids from contaminating food and water supplies, and pursue remedial actions against industrial polluters. Most states also have the power to set rules related to biosolids disposal.
- The **chemical industry** must stop releasing PFAS into air, wastewater, surface water, and as solid wastes. It must immediately look for safe alternatives to PFAS in all products. PFAS chemicals should be phased out, with only limited exceptions for essential uses where safer alternatives are not presently available, such as certain materials used in medical devices.
- **Wastewater treatment plants** must investigate sources of PFAS discharged into their systems and intervene to capture PFAS before it enters their systems. This is important for all systems, not just those that sell biosolids-based fertilizers to home gardeners and landscaping services.
- **Agricultural producers** should not apply biosolids to their crop and pasture lands. Doing so risks permanently contaminating their soils with PFAS and other long-lasting chemical contaminants.
- **Home and community gardens** should check the “Guaranteed Analysis” label of fertilizers to ensure products are not made from biosolids. Ask landscapers or commercial providers if soil, topsoil, composts or other garden products are made from “biosolids”—which they may describe using vague terms like “residuals” or “municipal wastes”—and avoid purchasing them.
- **Companies making biosolids into home-use fertilizers** should more clearly disclose the presence of potentially harmful chemicals in their products and modify labels to direct these to be used only on lawns, ornamental plants, and other non-food uses.

Maine Biosolids Ban



- Banned by law in 2022 due to PFAS concerns
- By 2023 there was a statewide emergency
- The legislature still does not think they did anything wrong

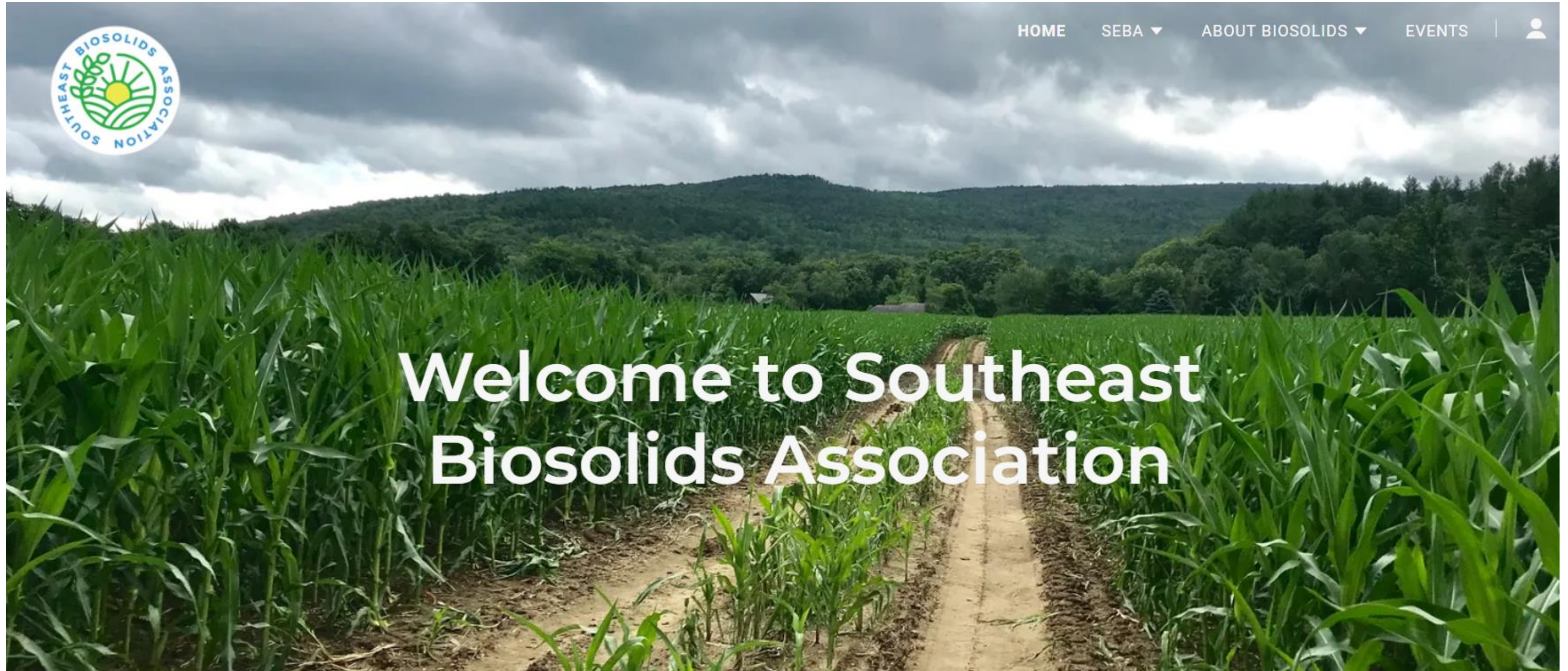
Clean Waterways Act (2020)



PROTECTING FLORIDA'S WATER TOGETHER

#WeProtectFLWater

What is SEBA?

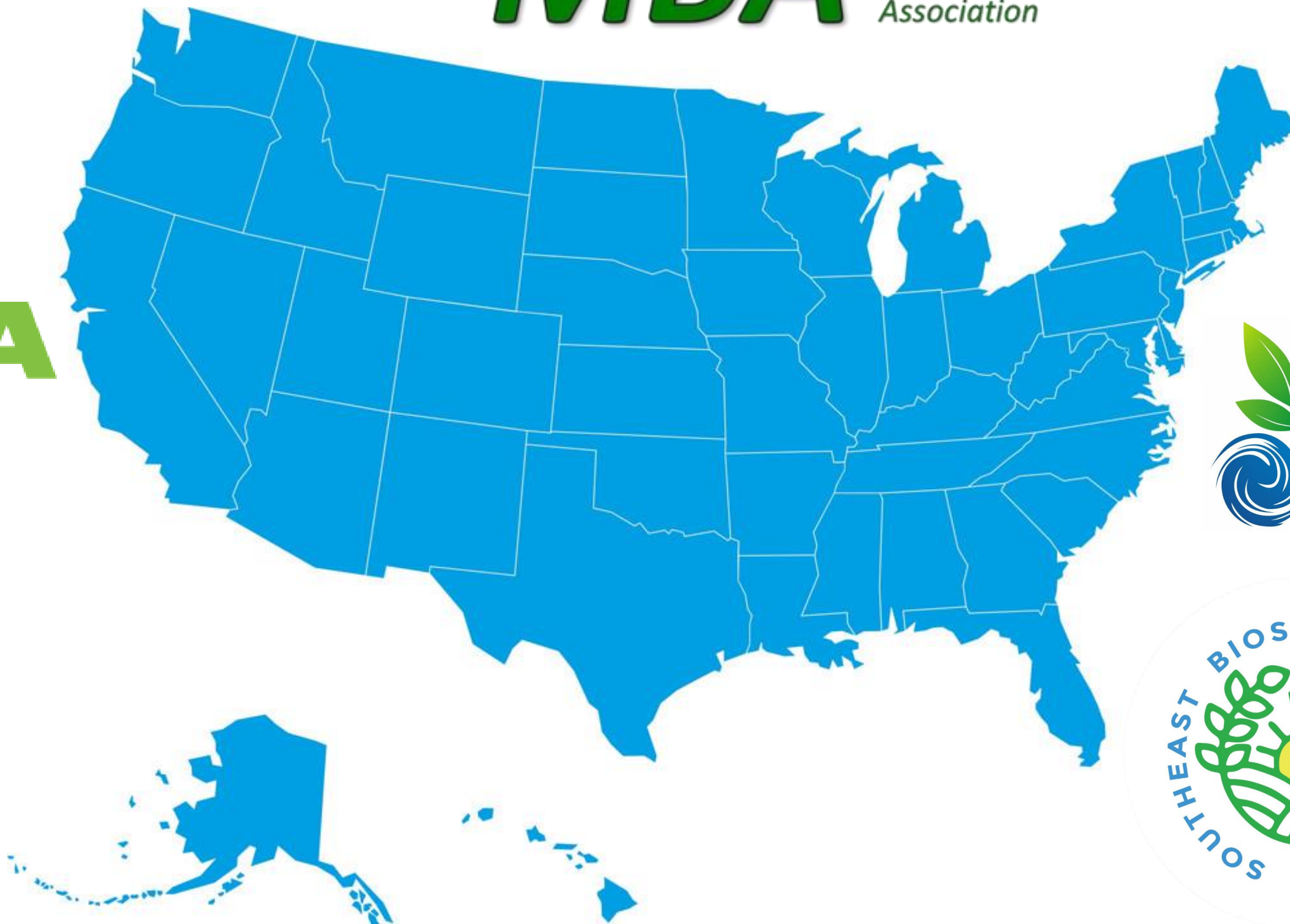


sebiosolids.org



**NORTHWEST
BIOSOLIDS**

MBA *Midwest
Biosolids
Association*

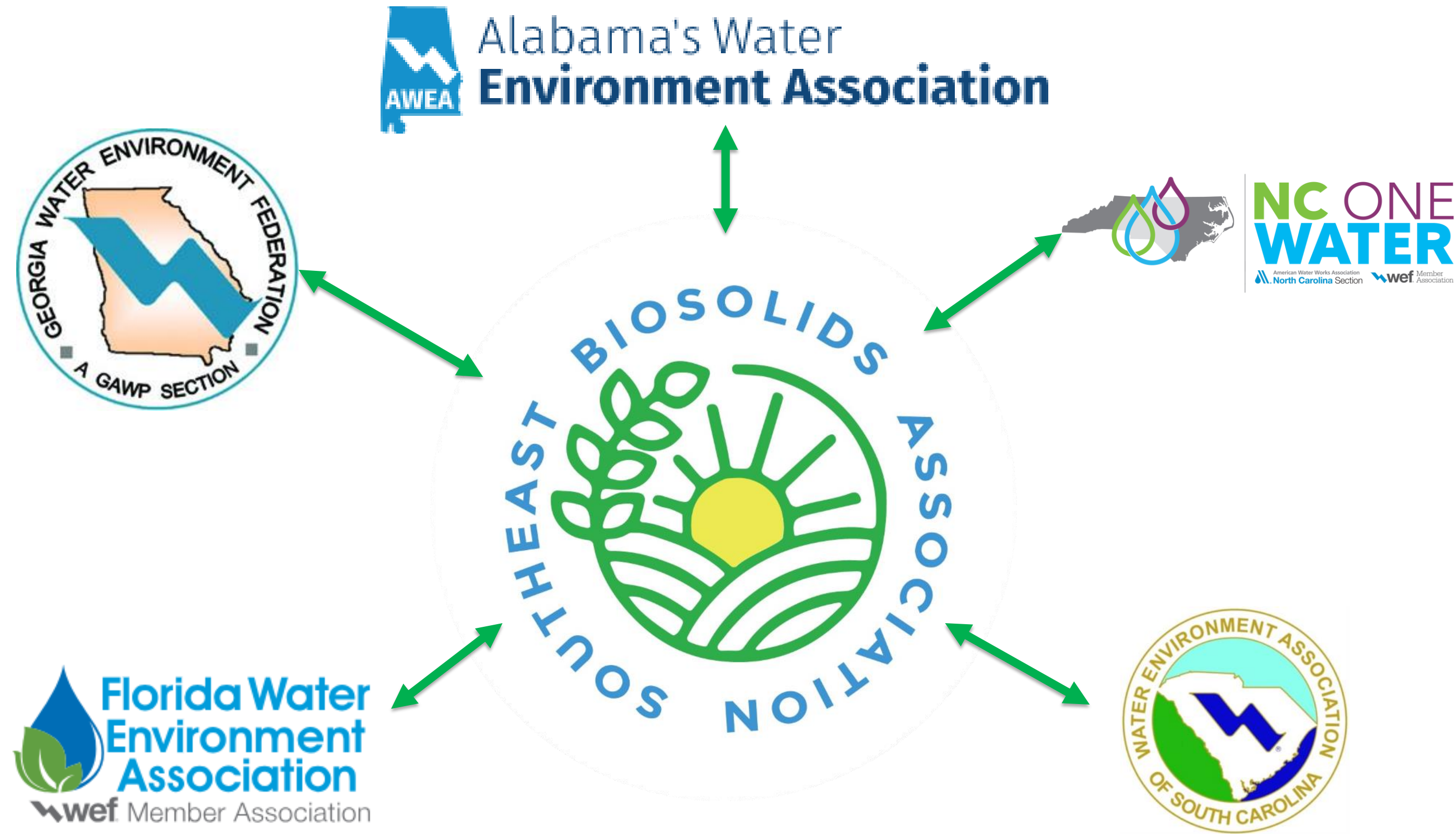




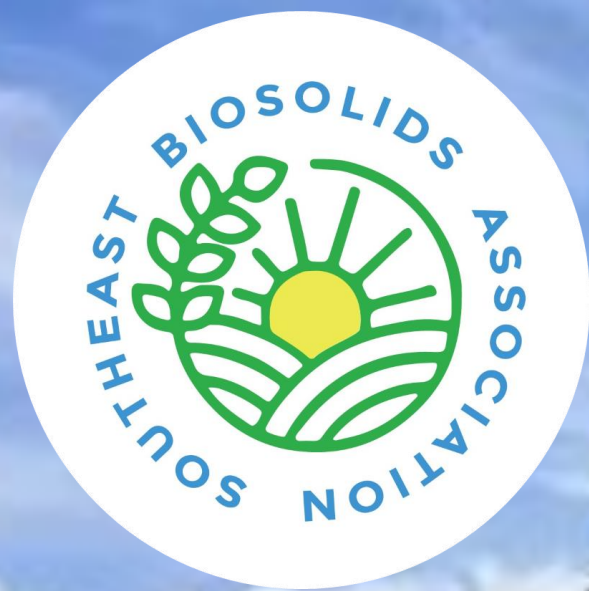
Benefits of Membership

- Timely, accurate information
- Tracking laws & regulations
- Advocating & educating
- Technical research & reviews
- Supporting biosolids recycling
- Public outreach
- Tours & field demonstrations

SEBA Coordination



sebiosolids.org



SEBA Leadership

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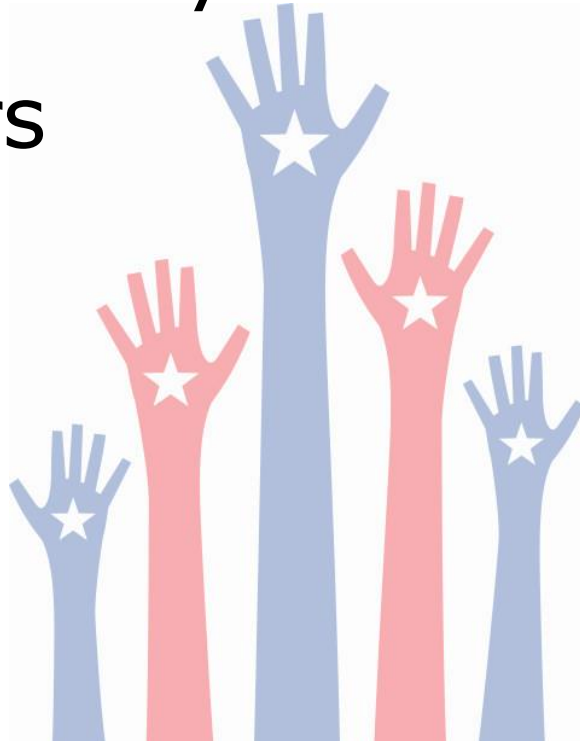
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Advocacy

vs.

Outreach

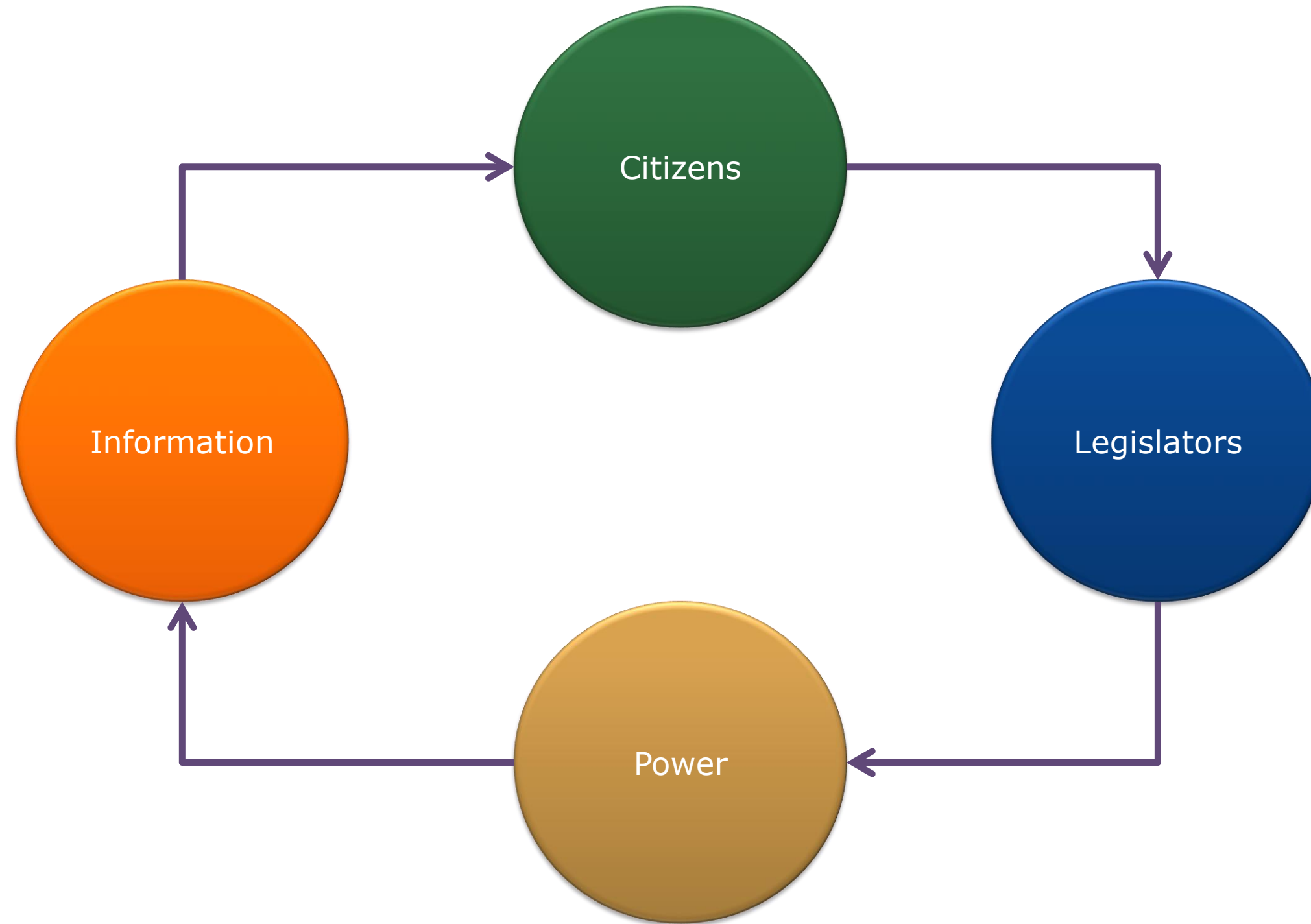
- For or against an issue
- Public Policy
- Political/Elected Officials
- Local, State, Federal
- Prioritize your issue above others



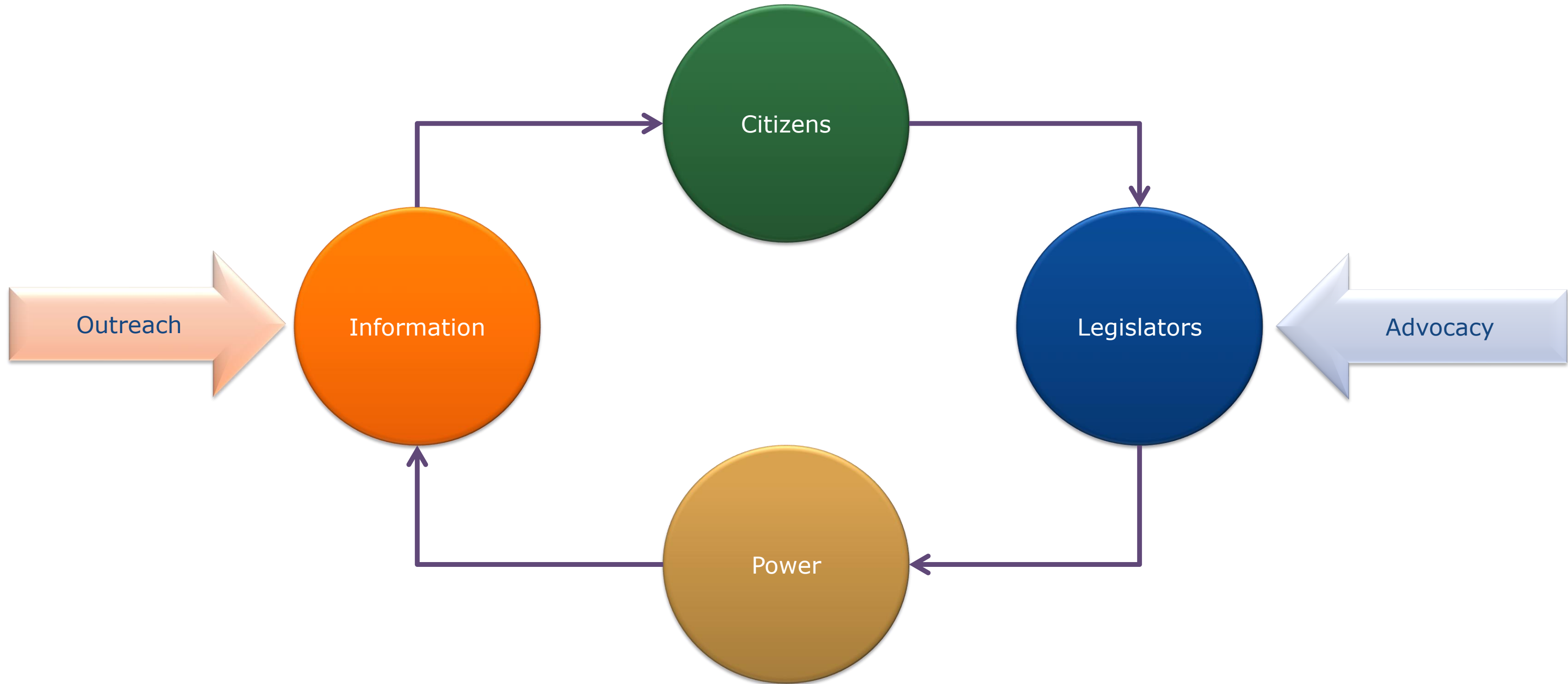
- Public Facing
- Science Education
- Communication
- Children/Schools
- Community Groups
- Environmental Groups



Information to Power Cycle



Information to Power Cycle



Advocacy

vs.

Outreach

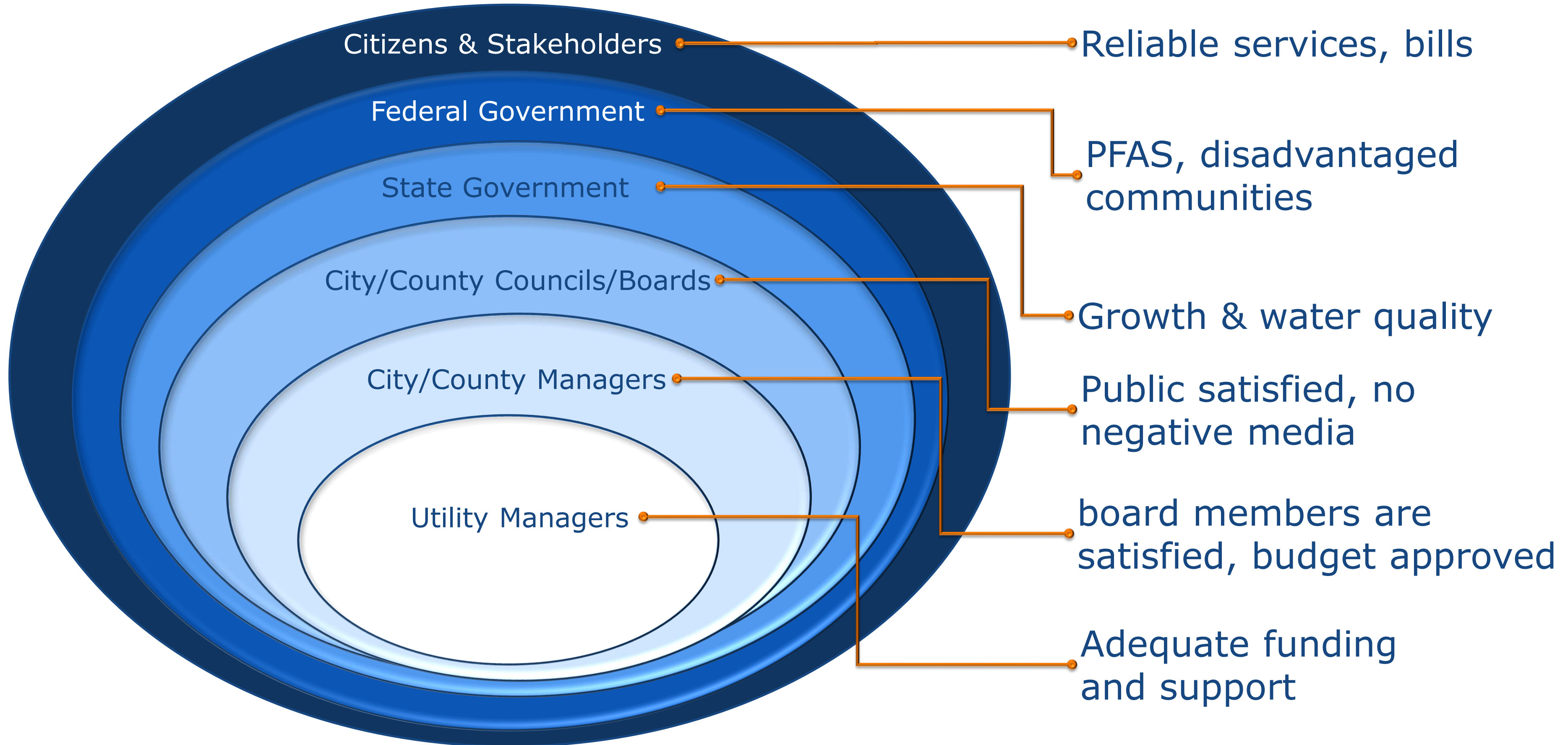
- How much power do you have to influence decisions?
- What actions can you take to influence decisions?



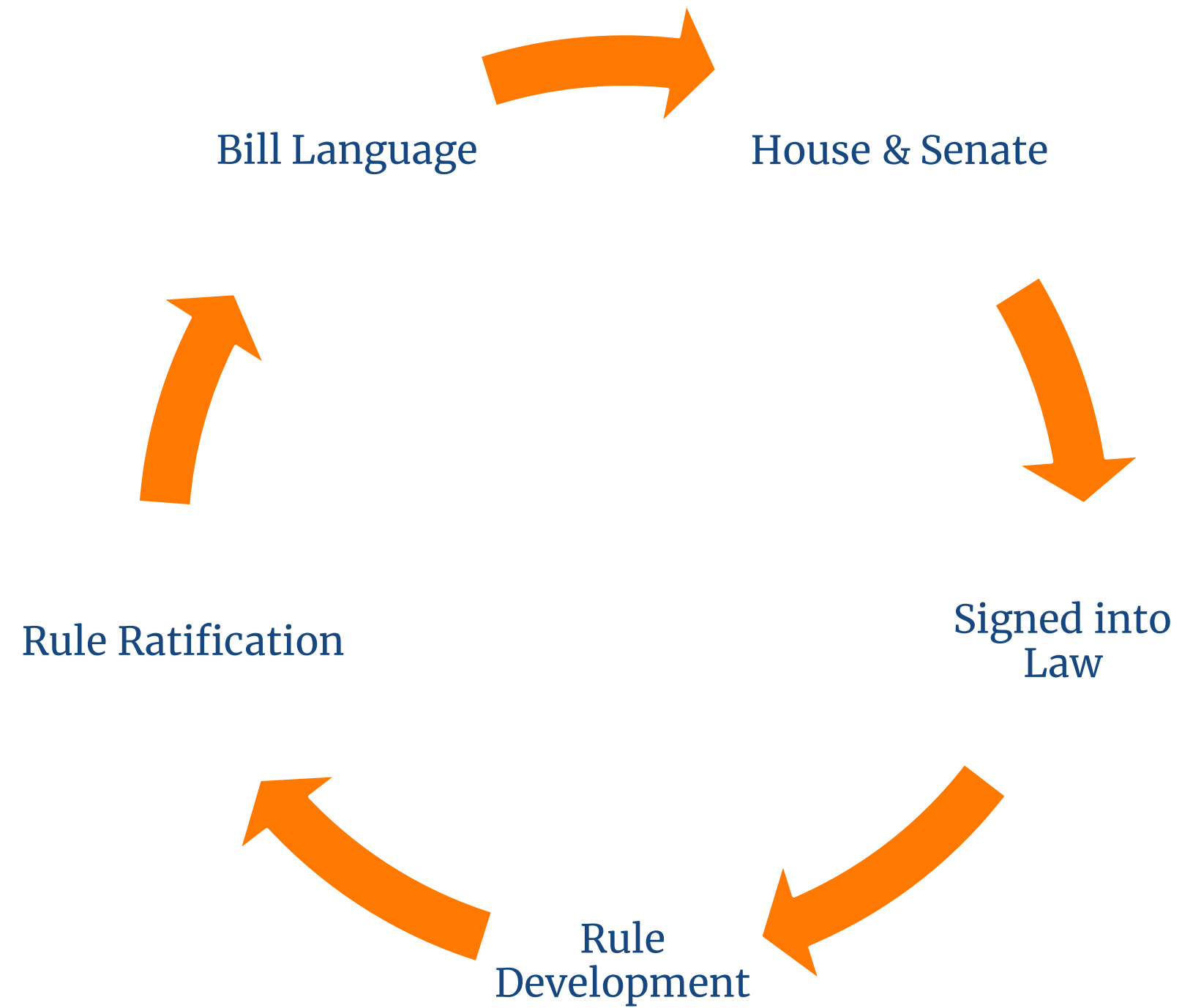
- What do your customers care about?
- How can you connect with them and build trust?



Spheres of Power & Drivers

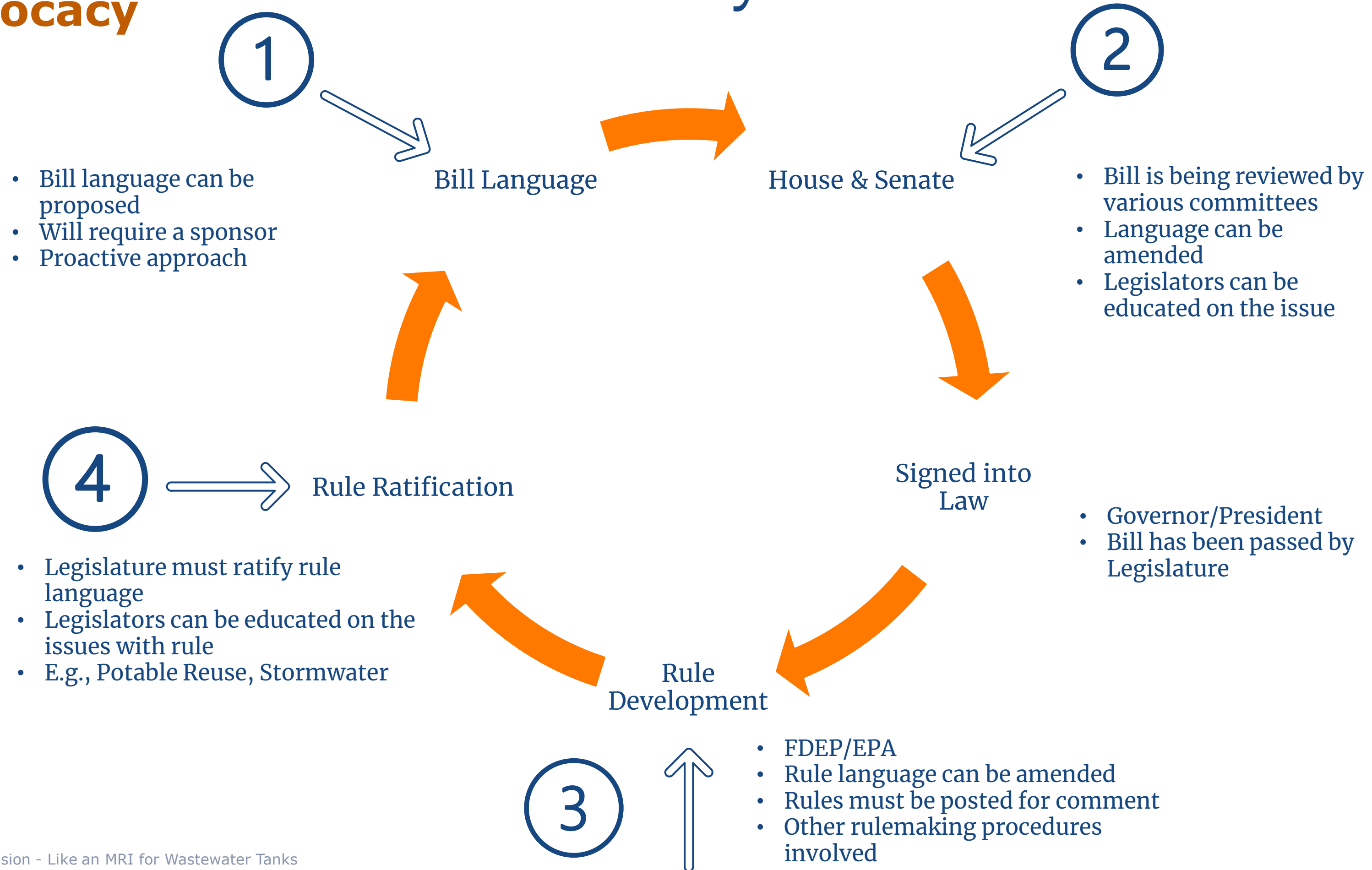


Public Policy Process



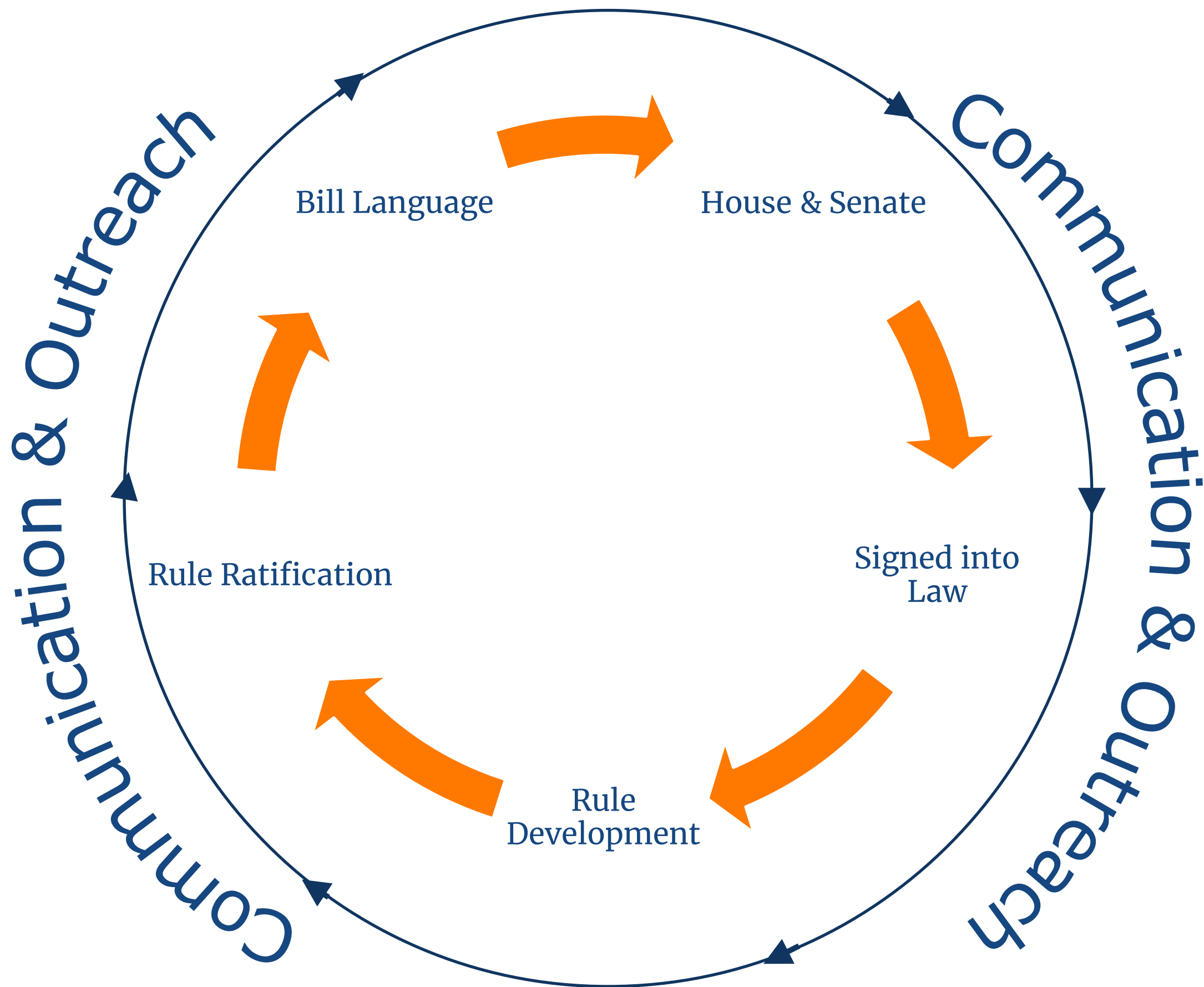
Advocacy

Public Policy Process

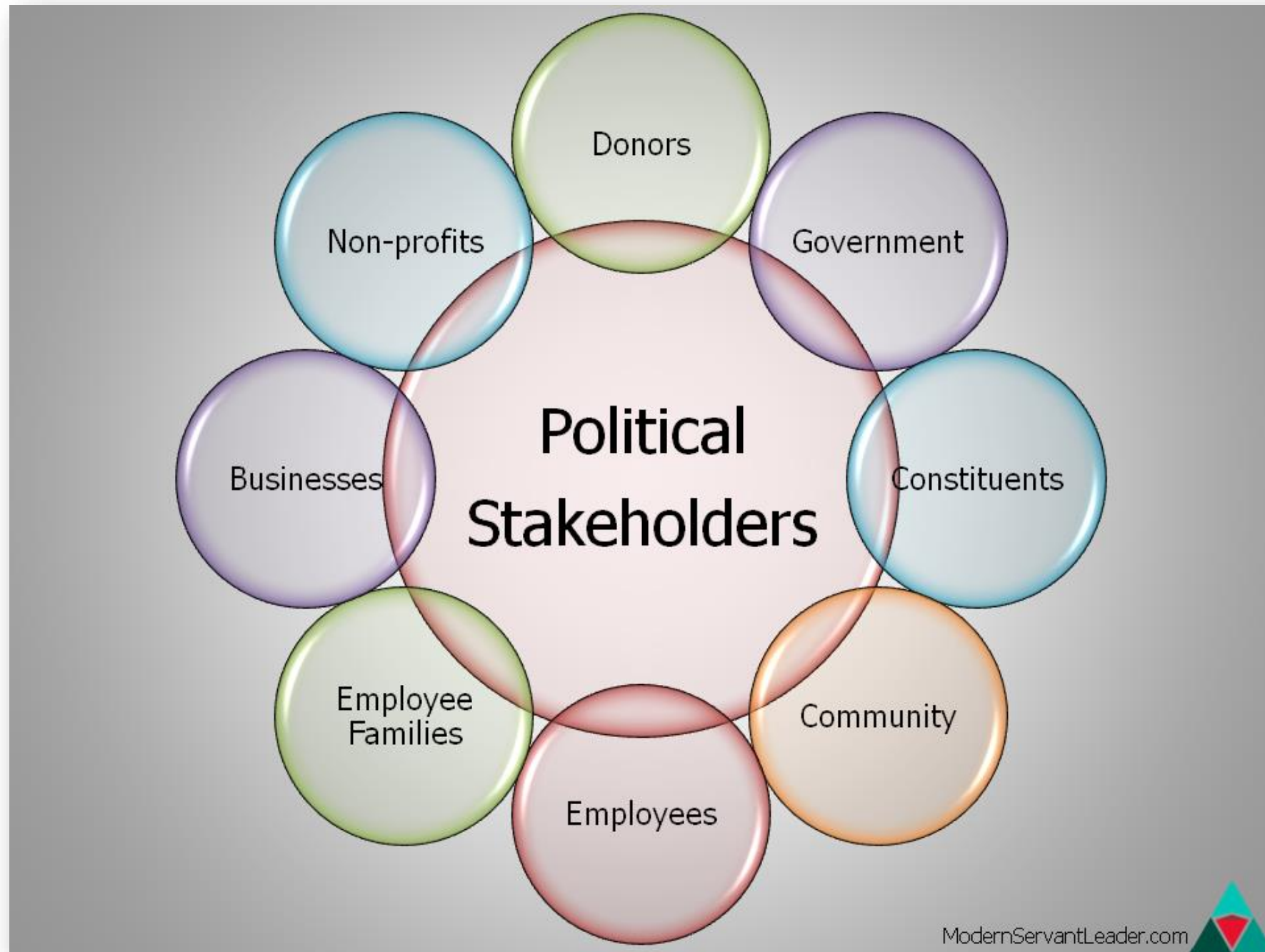


Outreach

Public Policy Process



Stakeholder Involvement



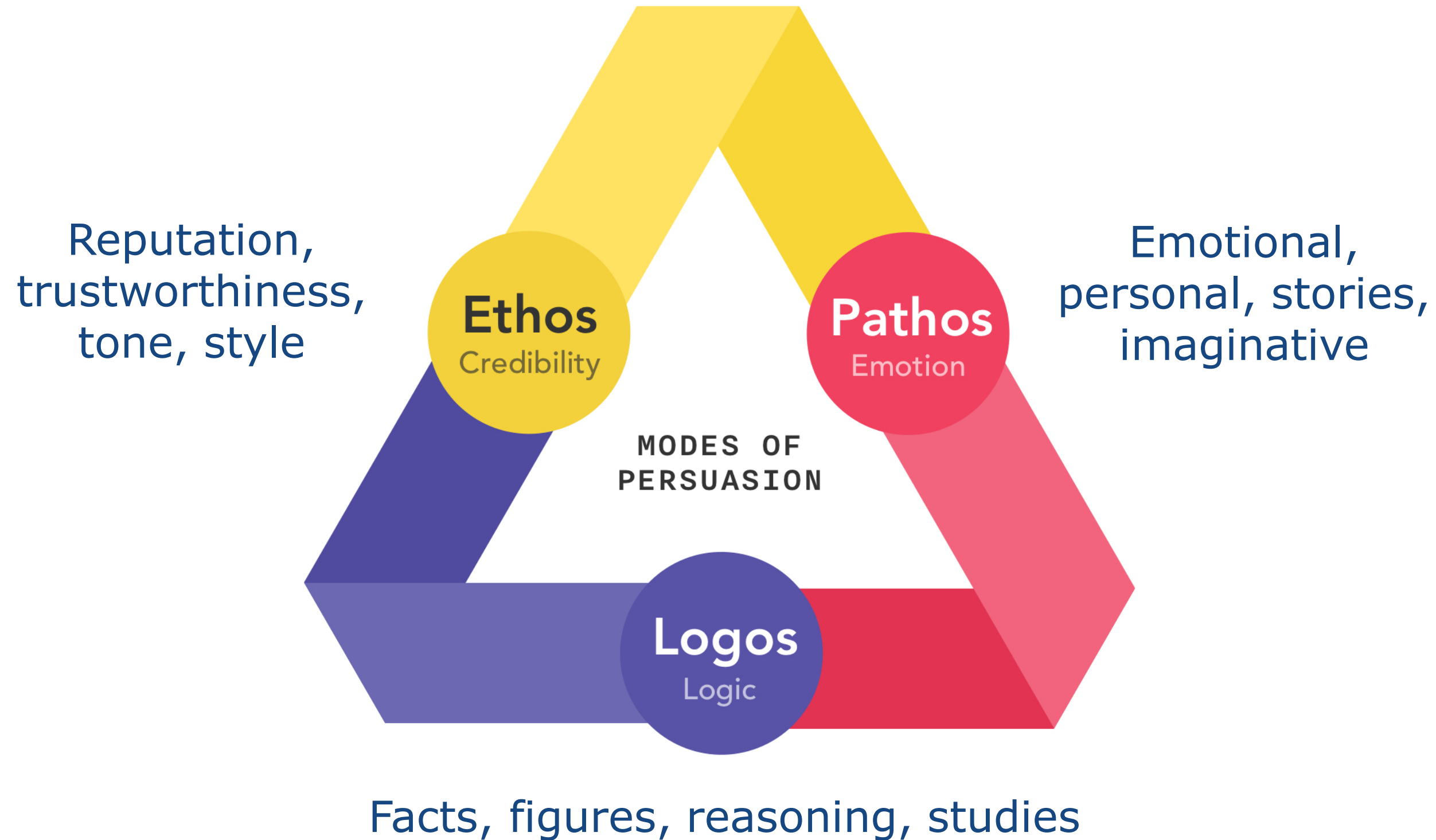
- Businesses, community groups, impacted citizens
- Legislators must incorporate input from all constituents
- Show that your viewpoint has broad & diverse support
- Show how the opposing view may negatively impact citizens or businesses

Why Coalitions are Effective



Communication vs. Persuasion

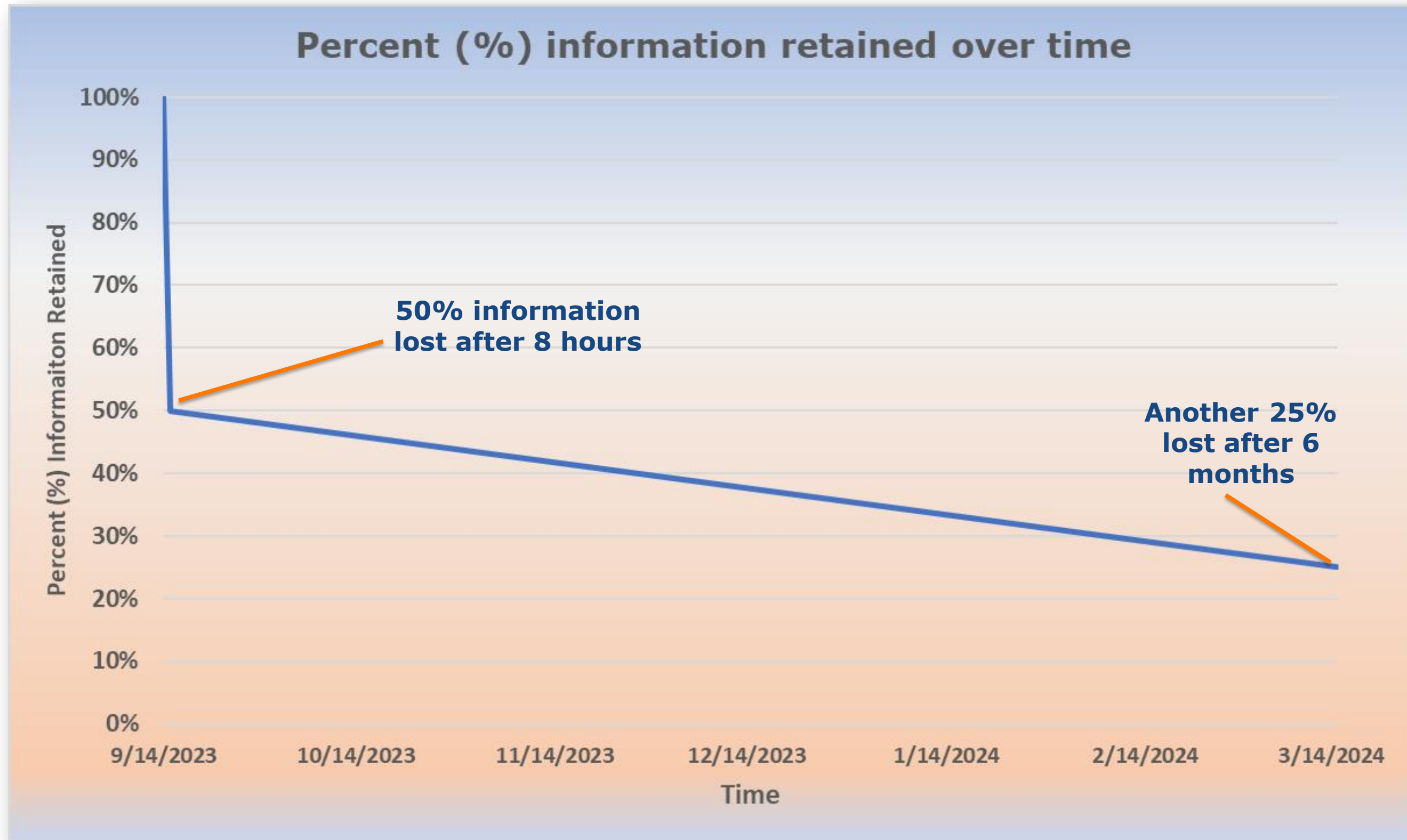
Aristotle



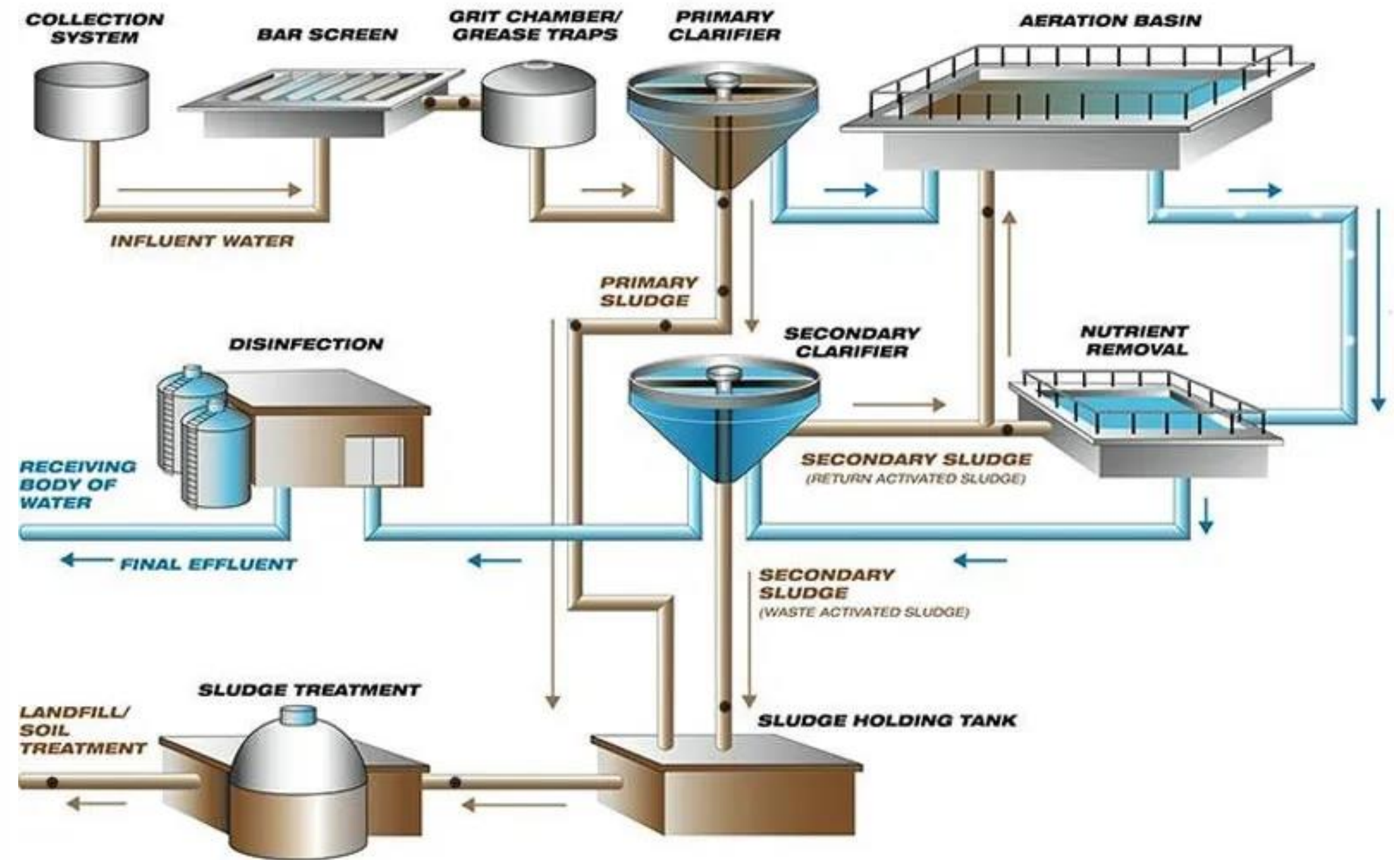
Persuasion Matrix

Ethos Credibility	Pathos Emotional	Logos Logic
Research their background Find commonalities (people, things, places)	Tell stories and make it personal	Prepare messages ahead of time Develop a strategy
Explain your background. What makes you knowledgeable on the issues	Watch body language & adjust message	Use high level facts and figures (one or two)
Be on time and look professional Make eye contact	Use analogies or metaphors	Imply urgency if necessary and ask for support. Is there an "ask" and what is it?
Be honest about pros and cons of policy	Know what your audience cares about. Find linkages between your issue and their priority	Explain how your idea makes common sense
Explain how citizens are impacted positively or negatively	Smile, laugh and tell jokes if appropriate	Explain why the alternative does not make sense

Hearing vs. Learning: the learning loss function



This is “our story”



This is their story...



Charges in Detail	
Utility Charges for Aug 3, 2018 to Oct 2, 2018	
WATER	\$54.06
SEWER	\$32.03
GARBAGE (ST PETE BEACH)	\$25.87
RECLAIMED WATER (ST PETE BEACH)	\$10.00
STORMWATER (ST PETE BEACH)	\$7.07
UTILITY TAX (ST PETE BEACH)	\$1.36
Total Current Usage Charges:	\$130.39
Other Charges and Credits	
Special Reading Fee	\$30.00
Late Fee (10% of unpaid balance)	\$2.00
Total Other Charges and Credits:	\$32.00

Your Usage					
Meter Number	Read Date	Meter Read Prior	Meter Read Current	#of Days	Consumption (in 1,000 Gallons)
11111111	09/20/18	113089	117089	30	4
11111111	10/02/18	23365	26365	31	3
01010101	10/02/18	12589	14589	61	2

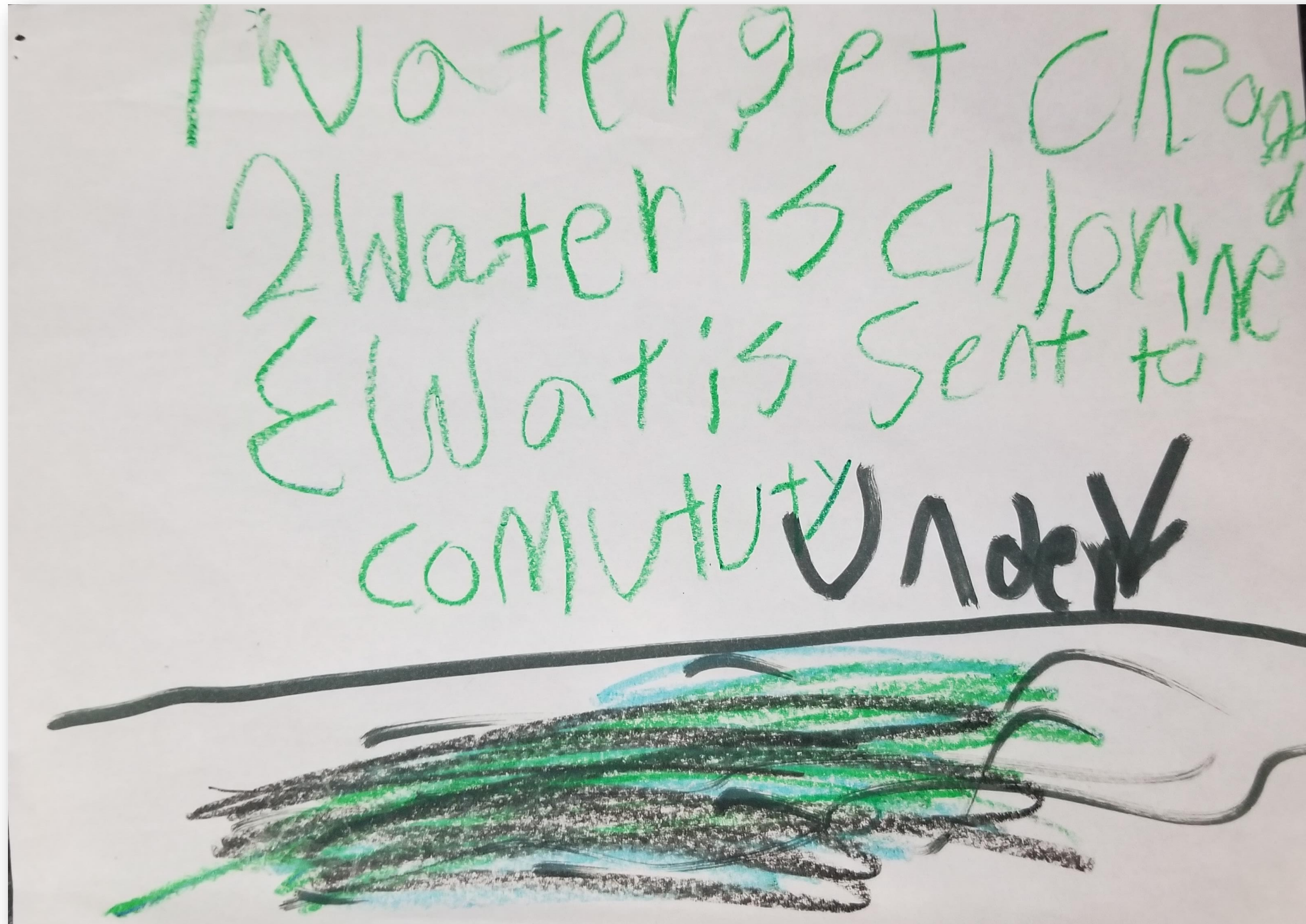
NEXT METER READING ON OR ABOUT: 12/01/18
DEPOSIT HELD ON ACCOUNT: \$420.00

Historical Usage

Month	Water (Thousand Gallons)	Other (Thousand Gallons)
Oct-17	8.0	3.0
Dec-17	6.0	2.0
Feb-18	4.0	1.0
Apr-18	7.0	3.0
Jun-18	10.0	4.0
Aug-18	9.0	4.0
Oct-18	7.0	2.0



Boil it Down & Simplify



6 Methods to Communicate Technical Information to Non-Technical People

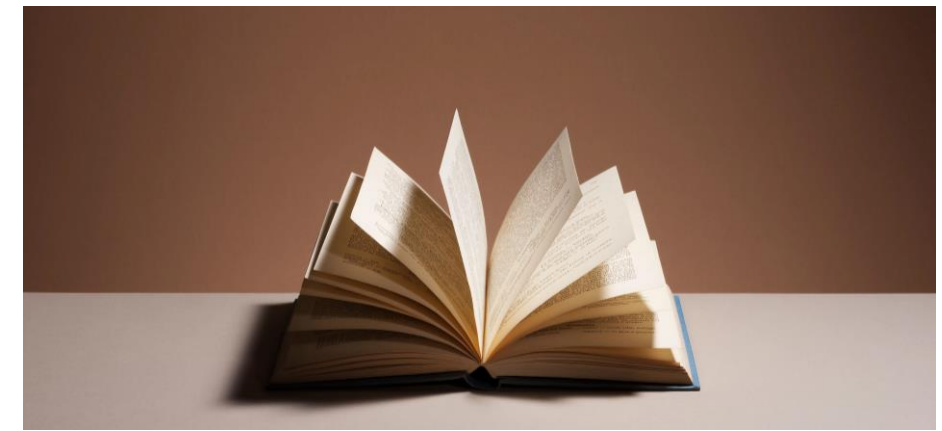
Know your audience



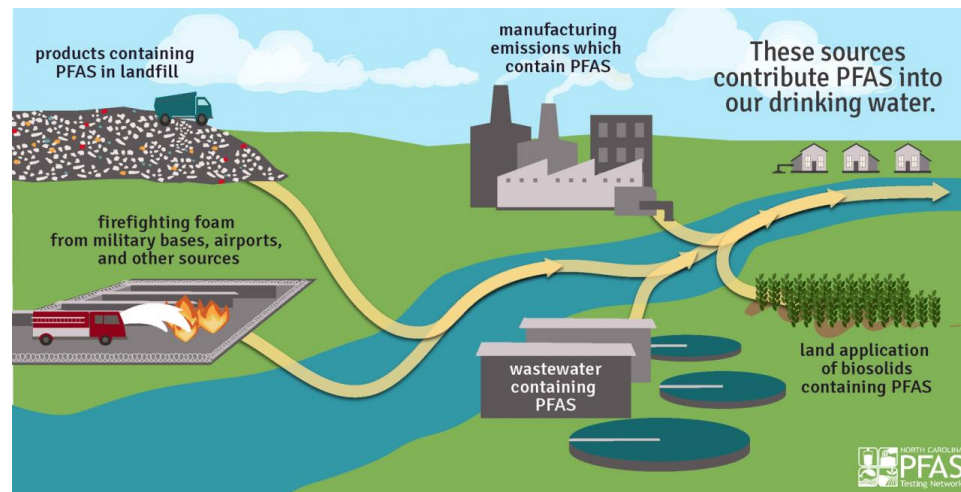
Be attentive



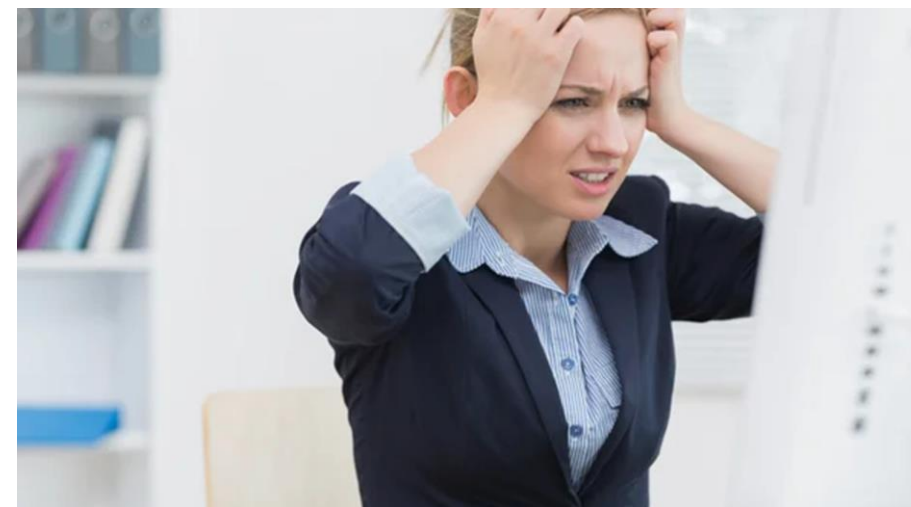
Use Storytelling



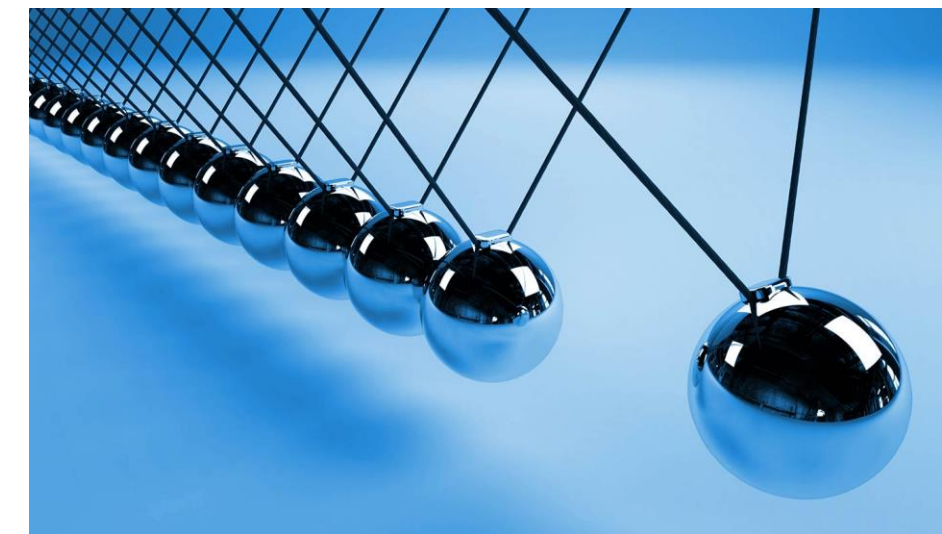
Use visuals



No technical language



Focus on impact

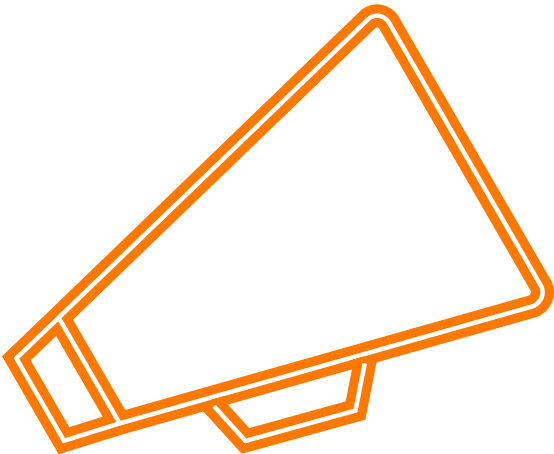


Public Outreach Matrix

Preparation (Strategize and Plan)	Participants (Bring diverse people together)	Logistics (Reduce participation barriers)	Mechanics (Proper execution/meeting management)
Set agenda	Educational institutions	Where: accessible (childcare, disability, public transport), facility size and amenities, technology and equipment	Ensure setup and facilitation is practiced. Communicate clear goals, but don't be too rigid
Assign roles and responsibilities	Affected communities	When: time of day and year, no conflict with holidays or events, sensitive to work schedules	Allow interactions and exchanges between audience members
Co-sponsor with a community group	Policy and decision-makers	How: Avoid panels or head tables if you are seeking input. Incorporate tours and opportunities for casual conversations	Develop a follow-up action plan

Call to Action

Time Commitment



Advocacy

Join SEBA as a member & other groups such as FWEAUC	Become a sponsor of SEBA	Submit comment letters during rulemaking when notified	Attend Fly-ins to Tallahassee and DC.
		Develop an organizational plan	Attend the Water Forum
			Attend or present at local government conferences (League of Cities)
Join SEBA & FWEAUC	Speak at various community or committee events	Host a neighborhood/customer plant tour	Implement a fully funded public outreach tour program with schools and citizens.
Talk to non-water people about the issues such as friends and family	Send out flyers/bill inserts using toolkit materials		Schedule tours with elected officials

Outreach



SEDIVISION®

Sebiosolids.org



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