

POSPET Work Plan 2016-2018

I. Mission Statement

Support the “no spilled oil” mission of the Pacific States /British Columbia Task Force by focusing on chronic spill prevention through focused education and cross-jurisdictional coordination.

II. Purpose

The Pacific Oil Spill Prevention Education Team (POSPET) is a multi-jurisdictional collaboration focused on oil spill prevention and best management practice outreach messaging. As well, POSPET functions as a forum for outreach information exchange. Members include representatives from the Pacific States/British Columbia Oil Spill Task Force, including state and federal agencies, industry associations, and nonprofit groups.

III. Background

Since 2003, POSPET has been successfully targeting outreach at marinas and harbors where small spills are a main concern. The “Spills Aren’t Slick” campaign was developed to provide consistent messaging and cost-shared educational materials to support these efforts. The Clean Harbor and Clean Marina programs continue to certify new facilities, pointing to POSPET members’ success at targeted outreach and education.

Effective communication and public outreach is an essential element in oil spill prevention and response planning. Many recent large spill incidents (e.g. *Cosco Buscan*, *Deep Water Horizon*) point to the lessons learned in regards to inadequate or insufficient public engagement. The need for outreach tools, resources, guidance documents, and training in effective risk communication and public engagement is evident.

IV. Strategies

The following strategies have been identified as POSPET’s highest priority for the 2015-2017 biennium. The associated tasks and deadlines are detailed.

A. **Develop an online platform for materials and information exchange.**

POSPET seeks to create an online, cloud-based, space that would allow members to quickly upload and download materials to share with other POSPET members. This location can include:

- Drafts of work products members would like to receive feedback on.

- A library of POSPET meeting notes, work plans, subcommittee notes, and other resources.
- Completed educational materials to share with other members.
- A location to store draft, final and native-format POSPET educational materials, like the Spills Aren't Slick signs, brochures, stickers, fuel tag decals, and other materials produced in the future.

Task	Responsible member	Due date
Develop a list of pro/cons, capabilities, limitations, etc. for several potential cloud-based platforms, e.g. Google Drive, Dropbox, etc.	Meg	January 2016
Present findings at early 2016 POSPET meeting	Meg	February 2016
Members need to research if they are able to access and use the desired site through their respect IT departments.	All POSPET	March 2016
Catalog access abilities and find workarounds.	Meg	Early April 2016
Launch POSPET workspace.	Meg/Hilary	Late April 2016

B. Modernize the “Spills Aren’t Slick” design.

The “Spills Aren’t Slick” design needs some modernization in design.

Task	Responsible member	Due date
Discuss and evaluate design. (What needs to change? What can be kept? How do we want it to look and feel?)	Lisa/Hilary anyone else interested?	April 2016
Develop design drafts for POSPET consideration.	Lisa anyone else interested?	July 2016
Incorporate comments and redesign, if needed.	Lisa	October 2016
Present at next POSPET meeting.		
Begin incorporating new design into POSPET materials.	Lisa/Hilary anyone else interested?	October 2016-ongoing

C. Development of training materials for marina and harbor managers/staff.

Expand the Spills Aren't Slick message with BMP materials developed for marina and harbor managers/staff. Type of materials will be determined by subcommittee, but examples include posters, signs, quick reference guides, videos, etc.

Task	Responsible member	Due date
Create a POSPET marina and harbors subcommittee.	Meg/Aaron/Lisa/Andy/Michelle	March 2016
Determine what materials would be most relevant and necessary. Create a multi-stage plan, if necessary.	Marina and harbors subcommittee	May 2016
Begin working on identified materials, incorporating new Spills Aren't Slick design.	Marina and harbors subcommittee	Draft due Oct 2016 <i>(estimated)</i>
Finalize work product(s)	Marina and harbors subcommittee	Feb 2017 <i>(estimated)</i>

D. Visualization of spill data for educational materials.

In order to enhance our educational efforts as a team, we need to show the impact chronic spills can have on the environment at a regional level. This effort is primarily to develop a map showing spills across member states and any statistics about the magnitude and type of oil spilled that we are able to incorporate.

Task	Responsible member	Due date
Develop purpose statement for map. Create map parameters – date range for spills, size of spills to show, what statistics potentially to add, etc.	Lisa anyone else interested?	April 2016
Gather spill data from member states to include on the map.	Lisa/Hilary All members will hopefully participate by gathering their individual state's information	June 2016
Evaluate data gathered. Develop a list of areas where the Task Force members could assist in streamlining data gathering efforts in the future.	Lisa/Hilary/Sarah anyone else interested?	August 2016

Develop map draft based on available data.	Lisa/Hilary/Sarah anyone else interested?	October 2016
Present draft to POSPET and Task Force.		
Finalize map and distribute to POSPET and Task Force members	Lisa/Hilary/Sarah anyone else interested?	January 2017

E. Develop and maintain a speakers list of subject-matter experts for distribution.

In maintaining POSPETs role as an informational resource, a list of subject-matter expert speakers needs to be developed and regularly maintained. This list should be distributed among members, as well as provided to stakeholder groups, conference organizers, and other groups needing such information. The list should be limited to speakers on water-quality and oil spill issues.

Task	Responsible member	Due date
Develop list.	Lisa	Completed
Solicit names and information from POSPET members to contribute to list every 2 months.	Lisa/Hilary	Ongoing
Compile names and keep master list on POSPET's online workspace.	Lisa	Ongoing

F. Represent POSPET at conferences.

To maintain POSPETs visibility and create new support networks, it is important to not only meet and show those in our field the important work we do but educate our intended audiences at targeted events. Representing POSPET at conferences as much as possible is encouraged.

Task	Responsible member	Due date
Develop a couple different abstracts/papers highlighting POSPETs accomplishments, ongoing work, and lessons learned.	All, as available	April 2017
Distribute to POSPET members to review and comment.	All, as available	April 2017
Update abstracts/papers as needed.	All, as available	Ongoing

G. Enhance outreach efforts by initiating and maintaining a social media presence.

Cost effective outreach includes social media – an effective way to disseminate our prevention message in unique, creative, and/or informative ways.

Task	Responsible member	Due date
Assess which platforms are the most relevant and beneficial for educating our target audiences and enhancing the messages of other organizations.	Andy	April 2016
Coordinate with POSPET members to leverage platforms others are using.	Andy	April 2016
Discover, write, and promote stories that promote spill prevention and use of BMPs.	All	Ongoing
Create 1-year social media communication strategy, including pre-prepared messaging and exploration of video-sharing.	Andy	June 2016

H. Reorder “Spills Aren’t Slick” materials.

In order to ensure a consistent supply of materials are available for POSPET members and our target audiences, orders should be made yearly.

Task	Responsible member	Due date
Coordinate with Task Force to identify stable, yearly funding for materials.	Hilary/Sarah	April 2016
Develop an order sheet.	Hilary/Lisa	April 2016
Research the possibility of a payment mechanism for ordering more materials than the Task Force provides funding for.	Hilary/Sarah/Lisa	April 2016
POSPET members need to identify their own needs and fill in order sheet.	All POSPET	April 2016
Order materials	Hilary	Oct 2016