



HUDSON RIVER TRUSTEES
ASSESSING AND RESTORING YOUR NATURAL RESOURCES

Hudson River NRDAR Communications

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NEW YORK
STATE OF OPPORTUNITY



Department of
Environmental
Conservation



NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. DEPARTMENT OF COMMERCE



Hudson River PCB Pollution



Glens Falls
Hudson Falls
Ft. Edward
Troy
Albany
Superfund Site
Kingston
Poughkeepsie
Newburgh
New York City

Upper Hudson
Lower Hudson (Tidal)

Fresh
Saline



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Communication: DOI NRDA Regs

**PUBLIC PARTICIPATION PLAN
PHASE I: REVIEW OF THE DRAFT SCOPE OF
THE HUDSON RIVER NRDA PLAN**
HUDSON RIVER NATURAL RESOURCE
DAMAGE ASSESSMENT

HUDSON RIVER NATURAL RESOURCE TRUSTEES

STATE OF NEW YORK
U.S. DEPARTMENT OF COMMERCE
U.S. DEPARTMENT OF THE INTERIOR

FINAL DRAFT
PUBLIC RELEASE VERSION
JULY 1998

Available from:
U.S. Department of Commerce
National Oceanic and Atmospheric Administration
Hudson River NRDA, Legal Administration Division
Orange Avenue, Suite 11, 10823
Chapel Hill, NC 27514
1-800-854-7243
www.hudsonrivertrustees.org

**HUDSON RIVER
NATURAL RESOURCE DAMAGE
ASSESSMENT PLAN**

PREPARED BY THE HUDSON RIVER TRUSTEE COUNCIL

STATE OF NEW YORK
U.S. DEPARTMENT OF COMMERCE
U.S. DEPARTMENT OF THE INTERIOR

SEPTEMBER 2002

HUDSON RIVER TRUSTEES
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Communication

We communicate with:

1. Co-Trustees
2. Researchers
3. Public/NGOs
4. Media
5. Responsible Party
6. Remedial Agency

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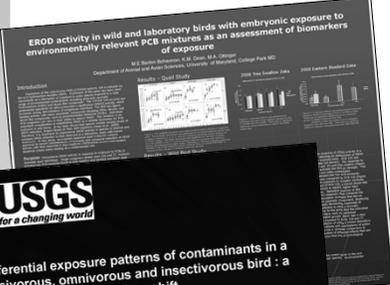
Communication: Trustees

- New York State, represented by the Department of Environmental Conservation (**NYSDEC**)  Department of Environmental Conservation
- U.S. Department of the Interior (DOI), represented by the U.S. Fish and Wildlife Service (**USFWS**) 
- U.S. Department of Commerce, represented by the National Oceanic and Atmospheric Administration (**NOAA**) 



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Communication: Researchers



USGS
science for a changing world

Differential exposure patterns of contaminants in a piscivorous, omnivorous and insectivorous bird: a paradigm shift.

Christine Custer, Thomas Custer, and Paul Dummer
U.S. Geological Survey
Upper Midwest Environmental Sciences Center
La Crosse, WI 54603





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Communication: Public/NGOs




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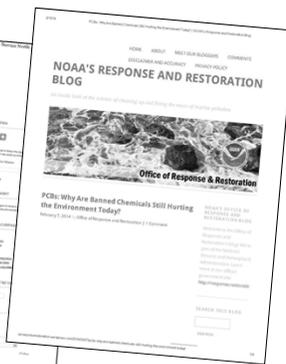
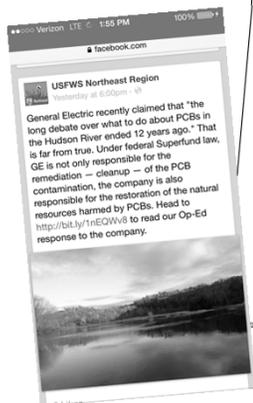
Communication: Public/NGOs

- Make your information available. Develop a website, list serve or other group communications tool.
- Seek out interest groups and attend their meetings.
- Communicate consistently to build trust.
- Make your documents compelling – tell a story.

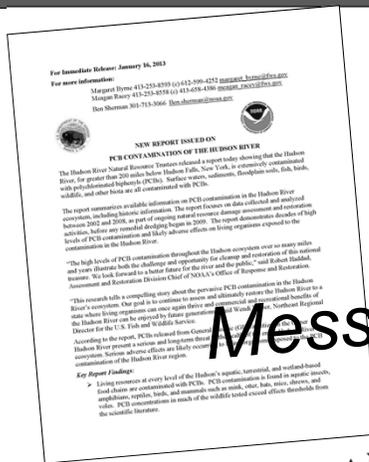



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Communication: Public/NGOs



Communication: Media



Messaging





Communication: Media

Hudson River trustees find PCB harm to fisheries



A man fishes for shad on the Hudson River. (AP Photo/Mike Grob)

By Scott Waldman 12:58 p.m. | Apr. 23, 2015

ALBANY—Federal agencies assessing pollution in the Hudson River have determined that recreational and commercial fisheries have been severely harmed by PCBs discharged into the river for decades.

In a report released Thursday, The Hudson River Natural Resources Trustees found that the public's use of the fisheries continues to be "severely curtailed" because of the PCBs dumped into the Hudson by General Electric.

CAPITAL PLAYBOOK

Early-morning email for knowledgeable New Yorkers.

SIGN UP >

MOST POPULAR

- 1 The 'Gawker tax' is getting too high, Denton tells his staff
- 2 Gawker's Denton: 'This is not the company I built'
- 3 'Ghost committees' continue to proliferate
- 4 Transportation secretary calls Hudson tunnel inaction 'almost criminal'
- 5 Red Bulls lose in front of nobody to someday win in front of everybody



Communication: Media

- Tell the story of why your work matters. Share your good news!
- Be responsive to press requests. Plan Ahead!
- Befriend your colleagues in External Affairs. They want to tell your story!
- Be a trusted source of information.



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Communicate as Partners

Fact Sheet: Hudson River PCBs Superfund Site Cleanup and Natural Resource Damage Assessment and Restoration

The Environmental Protection Agency and Hudson River Natural Resource Trustees work together, but have separate responsibilities under the Comprehensive Environmental Response, Compensation, and Liability Act, commonly referred to as "Superfund."



The Environmental Protection Agency (EPA) is the lead agency for cleanup of the Hudson River PCBs Superfund site. EPA estimates that over a 30-year period ending in the late 1970s, an estimated 1.3 million pounds of PCBs entered the river from two General Electric (GE) capacitor manufacturing plants located in Fort Edward and Hudson Falls, New York. PCBs have contaminated the sediments, surface water, groundwater, wildlife, and floodplain soils of the Hudson River.

In February 2002, the EPA finalized a Record of Decision (ROD) for the Hudson River PCBs Superfund Site that calls for targeted environmental dredging of approximately 2.65 million cubic yards of



The Hudson River Natural Resource Trustees are conducting a natural resource damage assessment (NRDA). PCBs released from GE facilities in the Upper Hudson River have injured the public's natural resources for over 200 miles, from Ft. Edward to New York City. The NRDA process measures environmental harm caused by PCB pollution, and seeks "damages" (e.g., funding, restoration projects) from the responsible party (GE) to restore injured habitats and resources.

- Natural Resource Trustees' responsibility: Restoration of injured natural resources. The goal is to measure past, present and future resource injuries and lost uses from the PCBs and the cleanup remedy itself, and develop a

Cliffs Notes

- Develop messages on *what you are doing* and *why it matters*.
- Understand the larger context of your communications.
- Do outreach on your project from start to finish.
- Build trust through transparent communication.



Learn More

- **Learn about NRDAR in the Northeast**

<http://www.fws.gov/northeast/ecologicalservices/nrdar.html>

- **Visit Trustee websites**

NOAA - www.darrp.noaa.gov/northeast/udson/index.html

NYSDEC - www.dec.ny.gov/lands/25609.html

FWS - www.fws.gov/contaminants/restorationplans/HudsonRiver/index.html

- **Join our Listserve**

Send a blank email to Hudson-nrda-join@list.woc.noaa.gov

- **Contact us**

Margaret Byrne -- (413) 253-8593 -- Margaret_Byrne@fws.gov

