

FRESHKILLS PARK: COMMUNICATIONS STRATEGY

FINAL BRIEFING

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AGENDA

Introduction

Methodology

Recommendation



OUR CLIENT

NYC Department of Parks & Recreation

Eloise
Hirsh



OUR PROJECT

Communications strategy
addressing public health
concerns raised by Staten
Island residents

1948

Fresh Kills Landfill Opens



1948

1986-1988

2001

2036

1986 – 1988

29,000
tons
daily



1948

1986-1988

2001

2036

2001



Landfill is closed

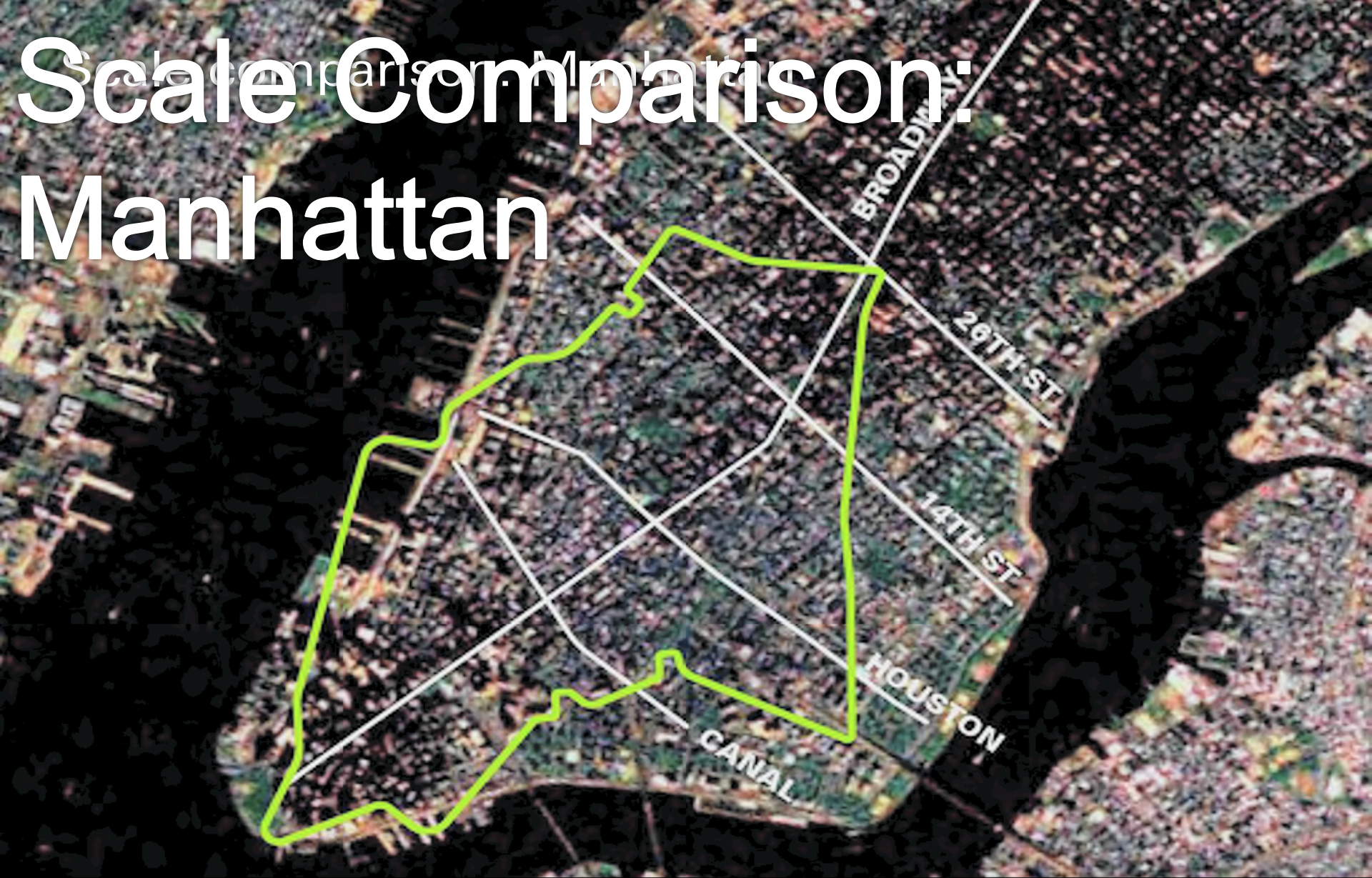
1948

1986-1988

2001

2036

Scale Comparison: Manhattan



1948

1986-1988

2001

2036

2036

Freshkills Park Fully Completed

1948

1986-1988

2001

2036

*“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

Freshkills Park

@freshkillspark

Transformation of NYC's former landfill into its biggest new park, near three times the size of Central Park. Biking, canoeing, horseback riding, public art.
West Shore, Staten Island <http://nyc.gov/parks/freshkillspark>

Stay in touch with Freshkills Park

Join Twitter today

Full name

Email

Password

Tweets



Freshkills Park @freshkillspark

Have you downloaded Layar yet? You can use it at Sneak Peak Sunday... www.layar.com/



Freshkills Park

Sneak Peak
hear music

11

3

50



Freshkills Park

993 likes · 11 talking about this

✓ Liked

Message



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Freshkills Park

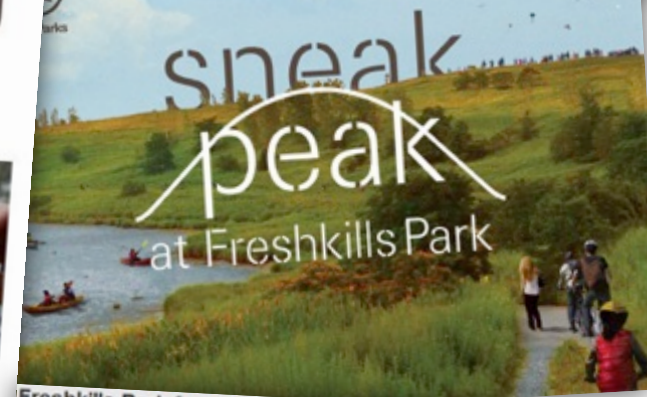
From Wikipedia, the free encyclopedia

Freshkills Park is a landfill reclamation project. Construction began in October 2008. The park is located on the former Freshkills landfill in the West Shore of Staten Island, New York. The park will be connected by a circular path, which is responsible for the implementation of the park.

FreshkillsPark Blog

[Home](#) [About Freshkills Park](#) [About the blog](#) [Contact us](#)

Eel Populations Return to Staten Island



Freshkills Park from MSNBC

zpku1976 [Subscribe](#) 5 videos



fresh
perspectives



FreshkillsPark Newsletter — Winter/Spring 2012

STRENGTHS

S

WEAKNESSES

W

OPPORTUNITIES

O

THREATS

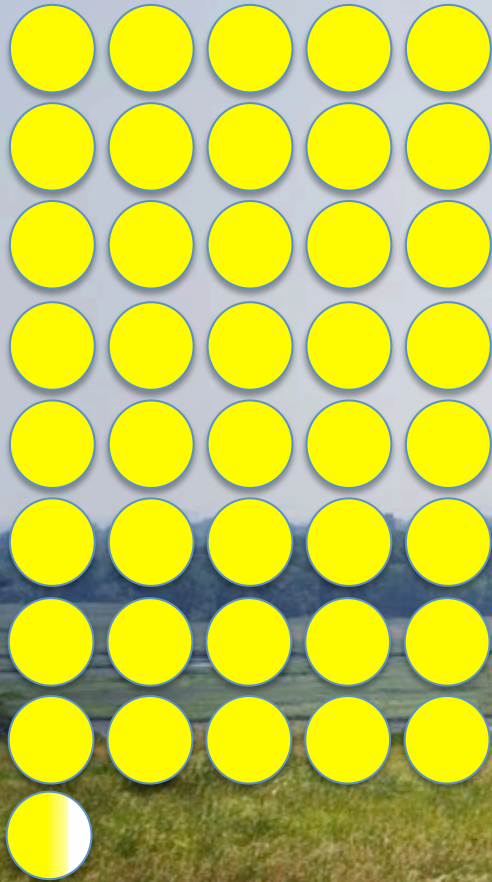
T

Methodology

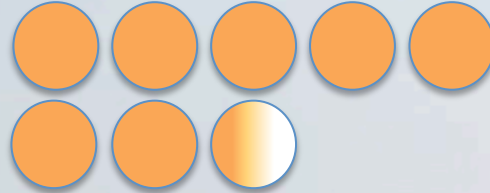


Survey Results

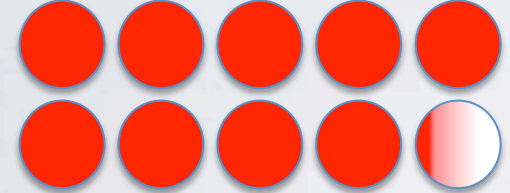
Will Visit



Not Sure

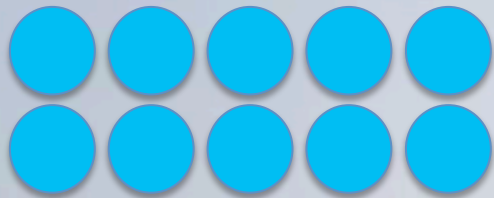


Will Not Visit

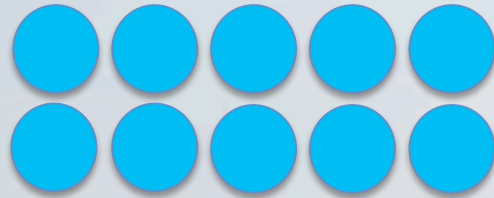


Health Concerns

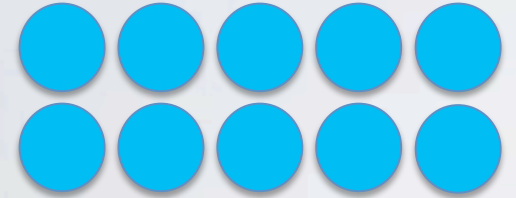
Will Visit



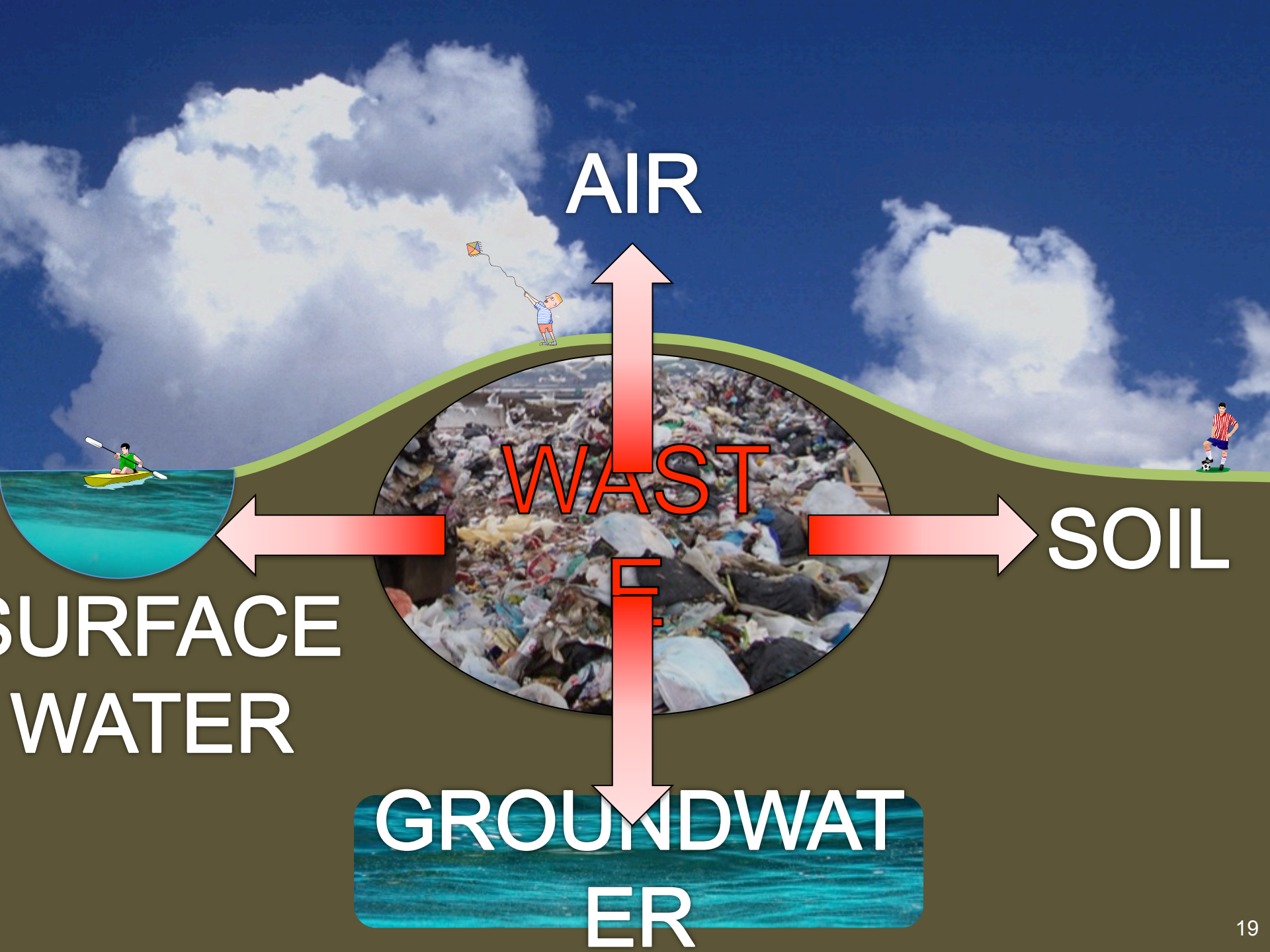
Not Sure

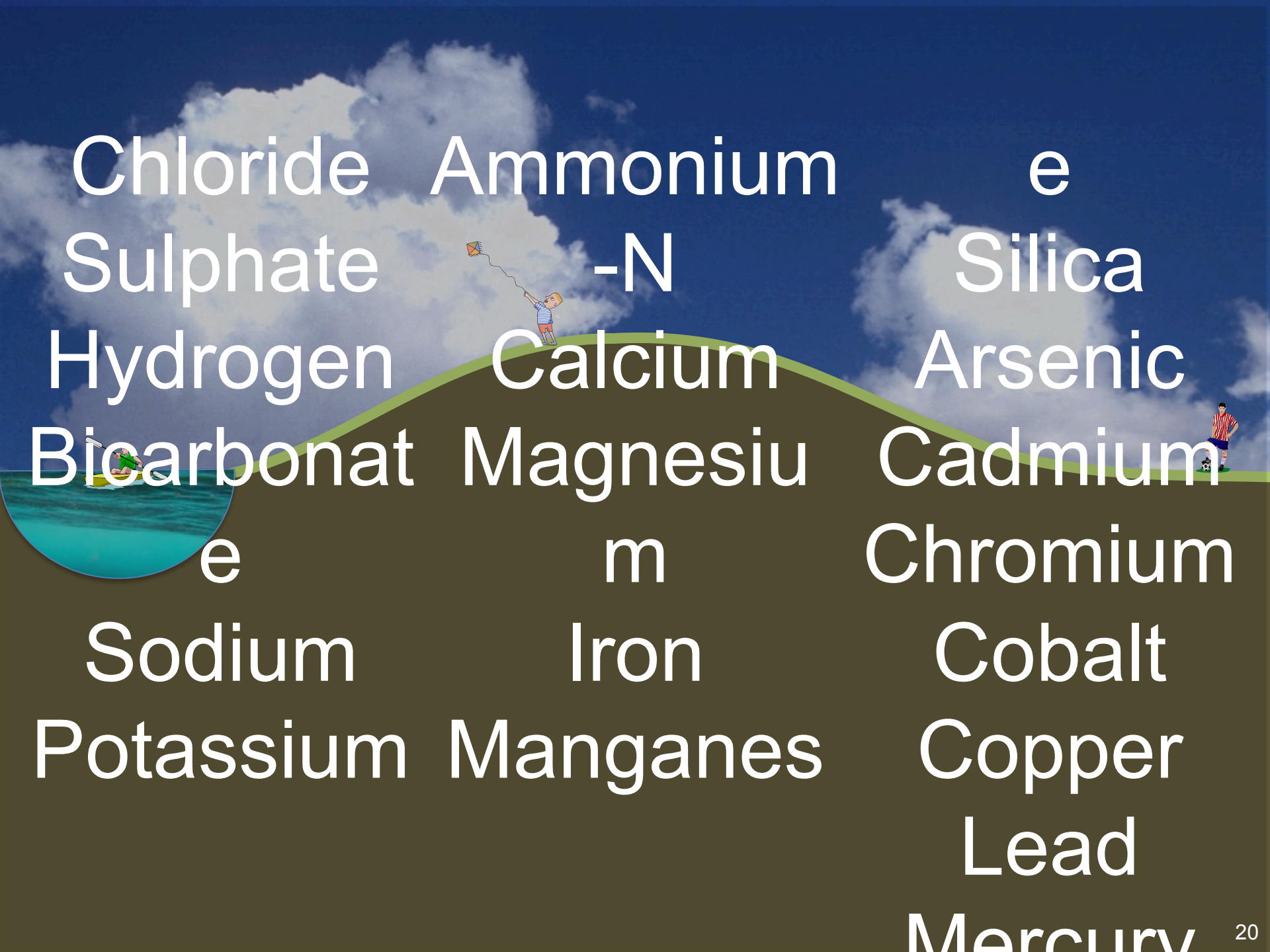


Will Not Visit



Scientific Research





Chloride	Ammonium	e
Sulphate	-N	Silica
Hydrogen	Calcium	Arsenic
Bicarbonat	Magnesium	Cadmium
e	m	Chromium
Sodium	Iron	Cobalt
Potassium	Manganese	Copper
		Lead
		Mercury

Liver Disease

Colorectal

Colon

Rectum

Rectosigmoid

Pancreas

Larynx

Lung and
bronchus

Urinary bladder

Kidney and

Renal Pelvis

Brain Damage

Nervous System

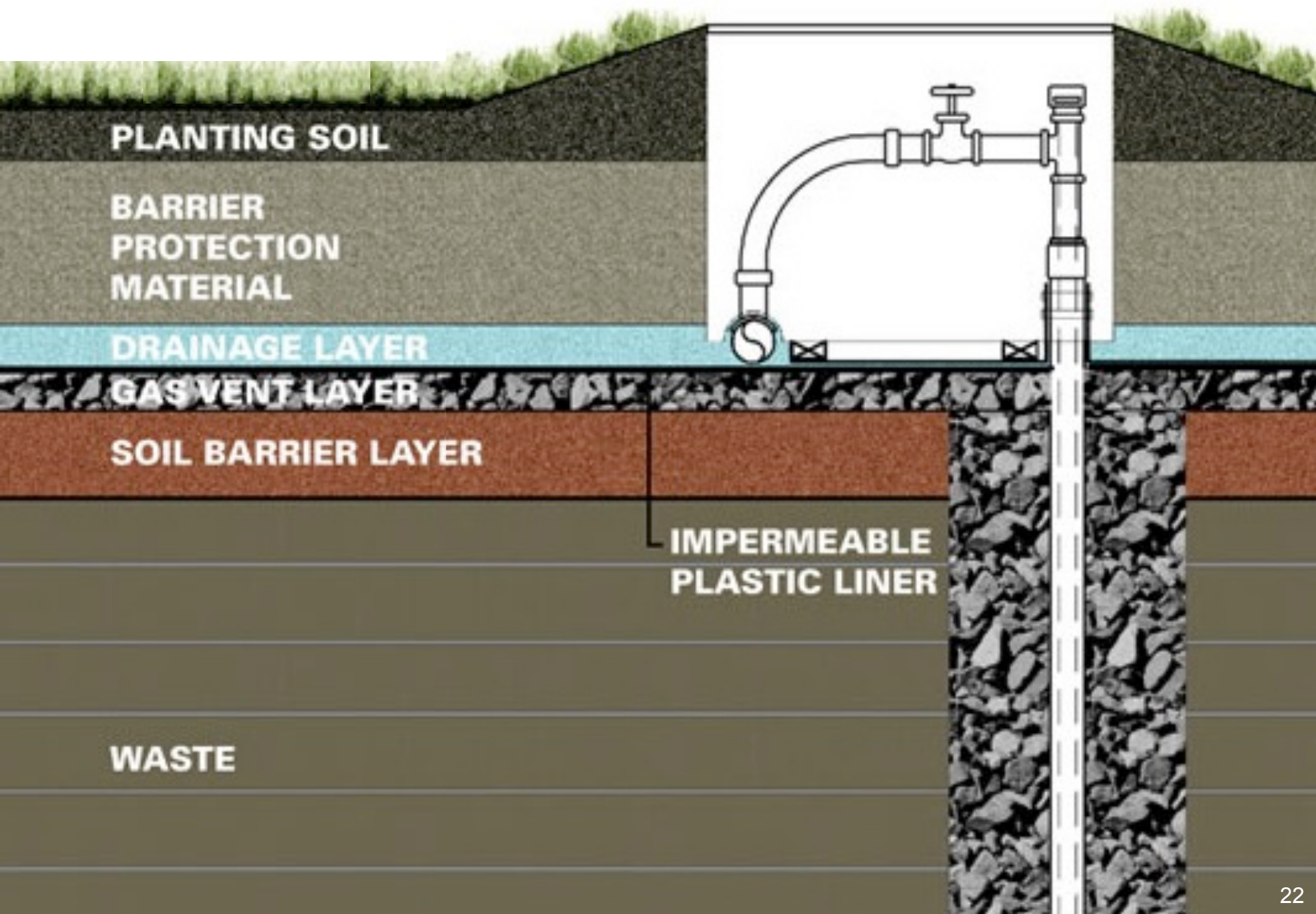
Thyroid

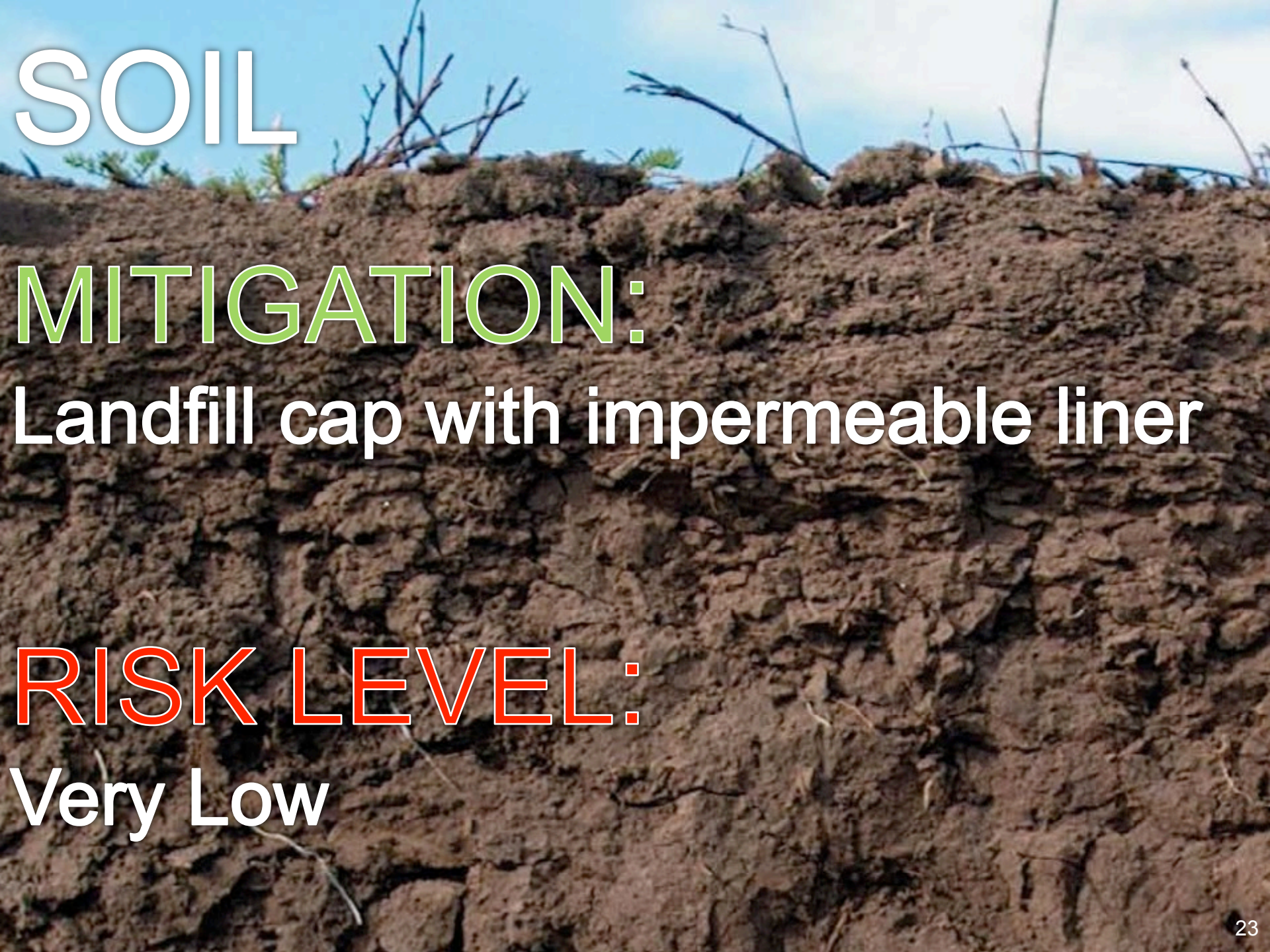
Non-Hodgkin

Lymphomas

Female Breast







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**



Activity Groups



Churches



**Environmental
Groups**



Family Groups



Politicians



Community Boards



Media

Influencers

Early Adopters

Everyone Else

What to Say

The background of the slide is a photograph of a field of wildflowers, likely Queen Anne's lace, with thin green stems and delicate white flower heads. The flowers are in various stages of bloom, and the background is a soft-focus blue sky.

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

Build a community advisory board

Target “influencers”

Post health information on web

Test messaging with advisory board



Toda
y



6 months



1
year 42

Phase 2: Full Roll-

Target “early adopters”

Road-show highlighting health

Develop crisis communications
plan

Integrate web efforts



Toda
y



6 months



1
year 43

Phase 3: Reassess

Re-survey Staten Island residents

Test against community
segmentation

Test customized messages



Toda
y



6 months



1
year 44

A scenic landscape photograph showing a coastal wetland area. In the foreground, there are tall, green grasses and shrubs. A winding path or stream cuts through the middle ground, surrounded by dense green trees and vegetation. In the background, a city skyline is visible across a body of water, with various skyscrapers and buildings under a clear sky. The word "Questions?" is overlaid in large white text in the center of the image.

Questions?