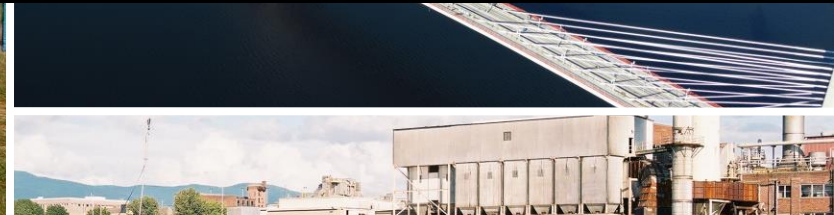


Communicating for Better Outcomes: Addressing Risk Head-On

WPPA Environmental Seminar / 09.26.19



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RISK COMMUNICATIONS DEFINED

- **Effective, relevant, two-way communication between experts and people facing threats to their health, economic or social well-being.**
- **Includes agencies, organizations and others who are responsible for a site and its management, and/or potentially at risk, or otherwise interested in the site.**



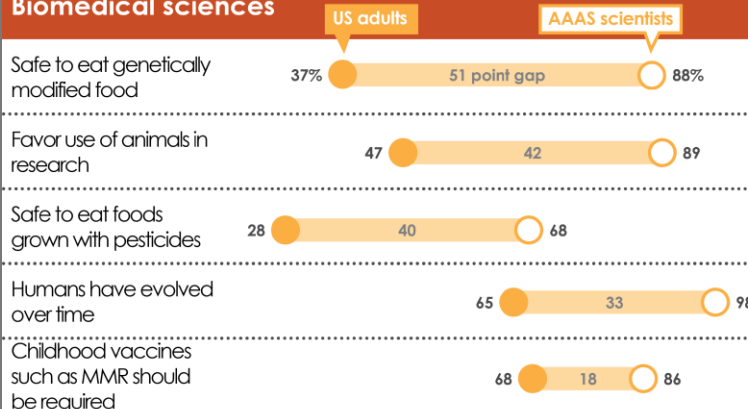
WHY DOES IT MATTER FOR PORTS?

- How ports and communities interact is changing
- Projects of any size can involve risk
- Communicate early and often to get ahead of the rumor mill...or try to address misinformation later
- Integral to the overall success of projects and operations
- Opportunity to build rapport with stakeholders, community, agencies

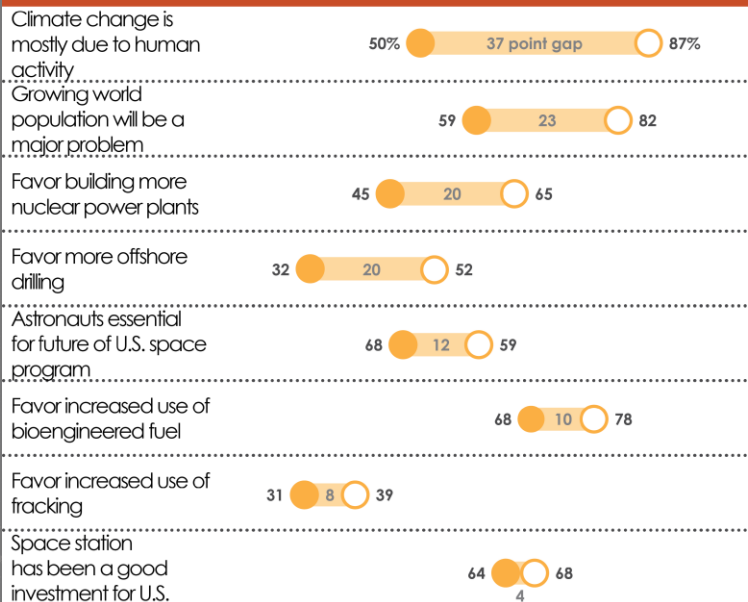


RISK PERCEPTION VS. REALITY

Biomedical sciences



Climate, energy, space sciences



HOW WE THINK OF RISK COMMUNICATIONS



Image credit: The Atlantic



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BUT RISK IS ALL AROUND US



PORT OF RIDGEFIELD – WATERFRONT REVITALIZATION



Image credit: Port of Ridgefield



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EWEB – MANUFACTURED GAS PLANT



RISK COMMUNICATIONS IN REAL TIME

- Mercury in sediments adjacent to waterfront
- Development in areas at risk for sea level rise
- Ambiguous regulatory guidance



RESOURCES FOR PORTS

- Environmental Protection Agency: [Risk Assessment](#)
 - Human health, ecological, tools, communications, Superfund sites
- NOAA: [Seven Best Practices for Risk Communication](#)
 - Best practices, techniques, case studies, additional resources



THANK YOU!

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