

NOTE: For copies of or referrals to documents mentioned in this presentation, contact the NEBRA office: info@nebiosolids.org.



Stakeholder Concerns

managing organics, nuisances, risk perception

Ned Beecher

Executive Director, North East Biosolids & Residuals Association (NEBRA)

“Digester Day”

May 8, 2012

Methuen, MA



Concerned about proposed organics management changes in MA:

- MHOA, MEHA, and Don't Waste MA comments:
 - Edit technical details of proposed reg. language
 - Need an application process for 'permit by rule'
 - Boards of Health should be notified of all facilities
 - Facilities can't be exempt from site assignment
 - Define 'best management practices'
 - Risk of explosion
 - Need estimate of traffic
 - Some contamination of feedstock seems allowed
 - Need to define what an 'appropriate site' is
 - Requesting independent 3rd-party audits of compliance
 - Board of Health should be able to ask for hearing and adjudicatory hearing
 - Board of health should have right to enter sites
 - Require training and certification of AD operators



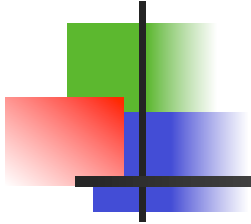
More input from CWA...

- Supportive of goals of organics diversion
- Scale of each individual facility is an issue
 - Large should be site assigned
 - Avoid siting too close to people (explosion risk)
- Must be good neighbors
 - Odor & noise & dust control
 - Reasonable hours of operations



More input from CWA (2)...

- Key issue: sludge
 - Don't let people mix it with “clean” organics – proposed regulations seem unclear on this (“completely opposed to having SSO digesters take in sludge”)
 - Toxicity concerns (“as long as sludge is so toxic...”)
 - Could work toward clean sludge
 - Worry about increasing biosolids use
 - Don't label sludge as “compost” (“trying to hide it”)
 - Restrict uses of sludge



CAUTION
HUMAN
BIOLOGY
AT WORK



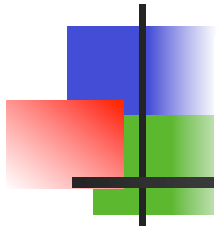


Risk Perception

“Our perceptions of risk are rooted in the biology of the brain.... The brain condemns us to being irrational.”

-David Ropeik, co-author of *Risk*, at NEIWPCCC workshop, Dec 15, 2004

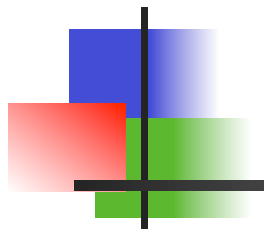
Outrage Factors...



**(Perceived) RISK =
HAZARD + OUTRAGE**

After P. Sandman, D. Powell





“People think it’s dangerous because they’re upset, not the opposite.”

--Peter Sandman, 2/27/2000, Boston

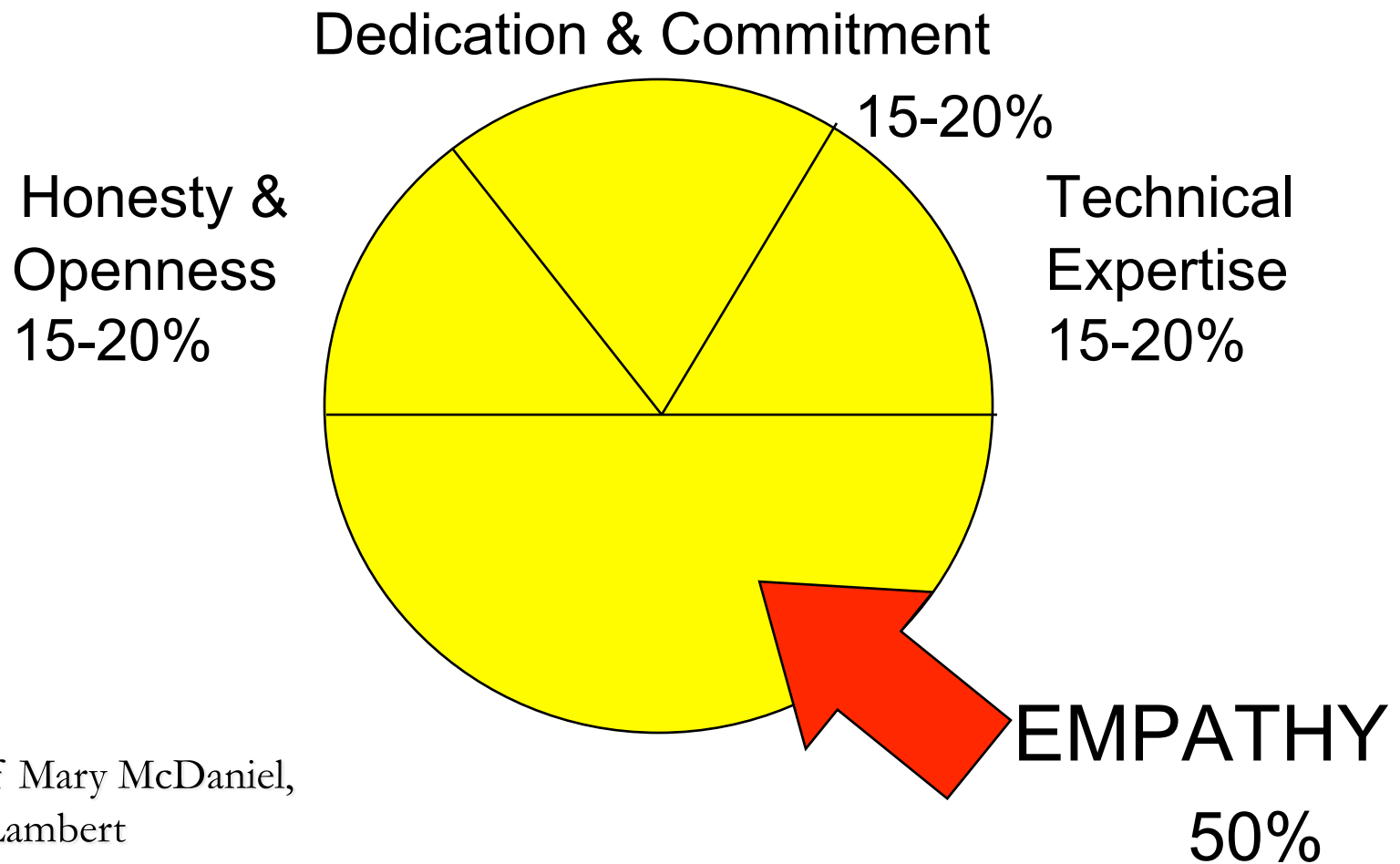




#1 factor is TRUST

- More trust = less afraid; less trust = more afraid
- Don't over reassure, hedge: "we will reduce the risk as much as we can."
- Trust builds from communicator (more senior person is more trusted), organization, past history, and the process.
- Trust is built on demonstrations of honesty, shared control, competence, openness, fairness, and all your actions (and how they jive with what you say)
- You have to earn trust.

What Makes a Source Credible?



Courtesy of Mary McDaniel,
McDaniel Lambert



Outrage Factors*



HIGH OUTRAGE

Involuntary
Artificial/Industrial
Exotic
Hard to understand
Memorable
Dreaded
Potentially catastrophic in time & space
Not reversible
Unknowable / Uncertainty
Delayed effects

LOW OUTRAGE

Voluntary
Natural
Familiar
Self-explanatory
Not memorable
Not dreaded
Diffuse in time & space
Reversible
Knowable / Well-known
Immediate effects

...and more outrage factors



HIGH OUTRAGE

Affecting children (and mothers)
Affecting future generations
Identifiable victim(s)
Personal stake
Controlled by “system” or others
Unfair
Morally / ethically objectionable
Associated with untrustworthy
History of major accidents
Closed process
More media attention
No visible (or only diffuse) benefits

LOW OUTRAGE

Not affecting children (and mothers)
Not affecting future generations
Statistical victim(s)
No personal stake
Controlled by individual
Fair
Morally / ethically neutral
Associated with trustworthy people
Little or no such history
Open process
Less media attention
Visible benefits

Who is manipulating outrage factors to increase perceived risk? And who is manipulating outrage factors to decrease perceived risk?



Thanks for... your invitation,
your attention, & your
comments.

ned.beecher@nebiosolids.org

603-323-7654

