Message

From: Lopez, Peter [lopez.peter@epa.gov]
Sent: 7/23/2020 6:14:59 PM
To: Mears, Mary [Mears.Mary@epa.gov]
CC: Gromer, David [Gromer.David@epa.gov]; Rodriguez, Elias [Rodriguez.Elias@epa.gov]; Byck, Sabina [Byck.Sabina@epa.gov]; Soltani, Beth [Soltani.Beth@epa.gov]; Hickey, Maureen [Hickey.Maureen@epa.gov]; Kopec, Slawomir [kopec.slawomir@epa.gov]
Subject: Re: FOR RA Review: R2 Social Media Content for Week of 7/27 - 7/31

Hi Mary.

Good to go.

Thank you!

Sincerely,
Pete

Peter D. Lopez

Regional Administrator - R2

290 Broadway, 26th Floor

New York, NY 10007-1866

(212) 637-5000 (work)

(917) 376-2190 (cell)

(212) 637-5024 (fax)

On Jul 23, 2020, at 12:29 PM, Mears, Mary <Mears.Mary@epa.gov> wrote:

So sorry, Pete, I missed an email on this and should have sent sooner. Please find the social media plan for the coming week below.

TOPICS:
Monday - July 27, 2020: Berry Lane Park / CCLR Brownfields Webinar
Tuesday - July 28, 2020: Gowanus CAG Meeting
Wednesday - July 29, 2020: Riverside Public Meeting
Thursday - July 30, 2020: Areas of Concern Informational Post
Friday - July 31, 2020: Lake Appreciation Month Lake Champlain Basin Program

TOPIC	POST DATE	MESSAGE
Berry Lane Park	Monday – July 27, 2020	**Twitter/Facebook:** #EPAat50:Once a #brownfield, Berry Lane Park in Jersey City, New Jersey is a shining example o work together to turn a wasteland into a recreational oasis! #BetterTogether
CCLR Brownfields Webinar	Monday – July 27, 2020	**Twitter:** @LandRecycling is hosting a free #Brownfields webinar on July 30 from 11am to 12pm. prioritizing sites and tips for online marketing. Register here now: https://us02web.zoom.us/meeting/register/tZwufu6vqDkiG9fQU5qjZ8UYsxNKYAQA_Jto **Facebook:** Brownfields redevelopment is a worthy goal as repurposed sites can drive community economi Engaging communities around Brownfields sites is important and utilizing online marketing too materials, like fact sheets or community updates, are crucial for effective partner and stakehol If you're interested in learning more about taking inventory, prioritizing sites, and online marke for a free webinar to discuss these topics and more on Thursday July 30 from 11a-12p.Register today: https://us02web.zoom.us/meeting/register/tZwufu6vqDkiG9fQU5qjZ8UYsxNKYAQA_Jto
Gowanus CAG meeting	Tuesday - July 28, 2020	**Twitter:** #ICYMI The next virtual @GowanusCAG meeting is on tonight at 6:30 pm. We'll be discussing th Gowanus Canal #Superfund site and will be answering your questions. Come and join us. Thank **Facebook:** Tonight is the next virtual meeting of the Gowanus CAG, where we'll be discussing the latest de #Superfund site, as well as answering your questions. We look forward to your participation. Your participation in community advisory group meetings is evidence of the dedication of the c waterways and #Superfund sites. Thank you for your continued support!

Riverside Public Meeting	Wednesday – July 29, 2020	**Twitter:** We will be hosting a virtual public meeting on Wednesday Aug 5, 7p – 9p, to present the plan t #Superfund site. We'll be answering your questions too. Your input in important to us and the https://www.eventbrite.com/o/us-environmental-protection-agency-30042459368 **Facebook:** The proposed plan for cleaning up the Riverside Industrial Park #Superfund site, located at 29 R Newark, has been selected after considering several alternatives. We will be hosting a virtual p and answer questions concerning the plan on August 5 from 7pm to 9pm. Register here: https:/ environmental-protection-agency-30042459368 Public input is essential to EPA's decision making, and public comment is important to both the opened up the public comment period, which will run until August 21. You can also read the pr http://www.epa.gov/superfund/riverside-industrial
Informational post on Areas of Concern	Thursday – July 30, 2020	**Twitter:** Are you familiar with Great Lakes Areas of Concern? An area of concern is an area where the ec could be impaired due to serious pollution problems. There are currently 36 AOCs on EPA's AO https://www.epa.gov/great-lakes-aocs **Facebook:** Are you familiar with Great Lakes Areas of Concern? An area of concern is an area where the ec could be impaired due to serious pollution problems. In other words, it's a site that has experie currently 36 AOCs on EPA's AOC list, so maybe there's one in your area. Find out more here: ht Areas of concern were first designated in 1987 when the United States and Canada established Agreement due to environmental degradation as a result of human activities.

Lake Appreciation Month: Lake Champlain Basin Program	Friday - July 31, 2020	**Twitter:** S/O to our partner, @LakeChamplainBasin Program, for preventing the highly invasive Lake Champlain. Learn more about how they prevented the aquatic plant from invading the lak champlain-steward-intercepts-hydrilla/ #HappyLakeAppreciationMonth! **Facebook:** Shout out to our partner, Lake Champlain Basin Program, for the work they're doing Over the past year, the program has been working to prevent the highly invasive aquatic plant Hydrilla is known to displace native plants, clog waterways, and interfere with boating, fishing, hard to control, which is why interception is essential. Learn more about how Lake Champlain aquatic plant from invading the lake at www.lcbp.org/2019/10/lake-champlain-steward-interce hydrilla/ #HappyLakeAppreciationMonth!
[Placeholder for RA PR Trip Retweet]	Friday - July 31, 2020	**Twitter:** [placeholder]

<USEPA_50thAnniv_Brownfields BerryLanePark_v02.mp4>