DOE-Idaho's Public Involvement Philosophy

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Required Public Involvement

1. **CERCLA Actions**

2. **NEPA Documents**

3. **Regulatory Requests**

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Required Public Involvement

1. Typically prescribed by law or regulation.

2. Usually involves public comment period.

3. May include public meetings or hearings.

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"Voluntary" Involvement

1. Usually an attempt at building understanding.

2. Includes a wide array of tools: public tours, meetings, one-on-one discussions, talks to groups, traditional media, "new media," etc.

3. E.G., recent efforts have included: statewide newspaper insert, employee accomplishment cards, You-Tube video.

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"Bad News"

1. Contractors and DOE-ID have agreed to "threshold criteria" for proactive news releases (see handout).

2. In an emergency, Joint Public Information Center is activated.

3. Bi-Weekly Operations Summary.

"Good News"

1. Ongoing – never-ending, really – effort to educate the public on our mission.

2. Starts with informed employees.

3. Includes more "passive" efforts, like opening the doors for tours, EBR-1, etc., to those interested, or responding to media inquiries.

4. Includes more aggressive efforts.

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"Aggressive Efforts Include

1. **Proactive news releases, web postings, newsletters, news conferences, media availabilities, stakeholder briefings, etc.**

2. **We also target "opinion leaders" for briefings: editorial boards, elected officials, special interest groups, etc.**

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How Do You Measure Success?

1. Ongoing challenge – "results" often anecdotal.

2. BEA did a baseline survey when taking over contract, but expensive to follow-up.

3. "Level of Effort" seems to be standard in the industry right now – we don't have resources or mandate to conduct regular surveys.

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