



U.S. DEPARTMENT OF **ENERGY**

DOE-Idaho's Public Involvement Philosophy

Brad Bugger
Supervisor, Public Affairs, DOE-Idaho



EM *Environmental Management*

safety ♦ performance ♦ cleanup ♦ closure

www.em.doe.gov

Required Public Involvement

- 1. CERCLA Actions**
- 2. NEPA Documents**
- 3. Regulatory Requests**



Required Public Involvement

- 1. Typically prescribed by law or regulation.**
- 2. Usually involves public comment period.**
- 3. May include public meetings or hearings.**



“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.**



“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.**



“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.**



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.**

