

U.S. Department of Energy
Miamisburg Environmental Management Project

ANNUAL PUBLIC AFFAIRS PLAN
for
Fiscal Year 2002

December 2001

1. BACKGROUND AND PURPOSE

The Department of Energy (DOE), Ohio Field Office, Miamisburg Environmental Management Project (OH/MEMP), and its contractor BWXT of Ohio, Inc (BWXTO) are cleaning up the Mound site. The target date for completion is December 2006.

In 1946 construction began on a site in Miamisburg that became part of the nation's nuclear defense program. The facility developed, manufactured and evaluated explosive components for the nuclear defense stockpile. Today, DOE is cleaning up the site and restoring it environmentally to the community for reuse.

This document includes:

- . **Background and Purpose** – describes the Mound site, remediation, transfer and reuse, and stakeholder involvement.
- . **Situation** – describes the target Stakeholder groups.
- . **Mission** – describes the intent of the Public Affairs Office.
- . **Fiscal Year 2002 Public Affairs Activities** – outlines the following:
 - . Resources
 - . Public Involvement Support
- . **Assessment**

In the mid-1990's, the mission of the DOE at the Mound site changed from production to closure. Since the selection of BWXTO as the DOE contractor in 1997, Mound has undergone a number of changes reflecting the progress in the mission.

On January 28, 1998, DOE signed a sales contract with the Miamisburg Mound Community Improvement Corporation (MMCIC) that set forth the manner in which the site will be transitioned to the community through the MMCIC. As "parcels" are cleaned and safe for reuse, they are transferred to the MMCIC. The first parcels, "D" and "H," were transferred in 1999. Parcel 4, also known as the South Property, was transferred in April 2001. Parcel 3, which includes GP-1 & GH buildings and parking lot, was scheduled to transfer in September, 2001; (See parcel transfer map at Appendix .) However, due to the September terrorist attacks on the U.S. and the resulting increase in security, it has been delayed.

The DOE OH/MEMP, City of Miamisburg, MMCIC and BWXTO share a vision. To achieve it requires that all involved work closely to coordinate many aspects of the cleanup, transfer, and reuse. This cooperation allows DOE to efficiently transfer the site to the local community for reuse as an industrial and technology park.

The Mound Action Committee (MAC) promotes the exchange of information between DOE and members of the Mound site interested public. It was felt that such a group could be a source of community values to be factored into decisions about the cleanup and reuse of the site.

MACs are designed to be open forums of public discussion and information sharing. A steering committee made up of representatives of the community, DOE, and its contractor, coordinates MAC activities and meetings. The committee receives monthly updates of environmental information from DOE and BWXTO staff and plans the larger quarterly MAC meeting. The steering committee is a volunteer group of MAC members committed to the success of public participation objectives. All interested stakeholders are invited to participate in the steering committee. The MAC membership meets monthly. Meetings are informal and interactive, providing ready access to Mound information and management personnel. Special presentations on cleanup or reuse are typically featured, and updates on sitewide cleanup and waste management progress. MAC members receive advanced notice of all MAC meetings and events.

The Mound Reuse Committee (MRC), comprised of representatives of city government, local business, environmental groups, state and county agencies, local school boards, and the MMCIC Board, receive periodic environmental updates from OH/MEMP. As representatives of the community, the MRC members bring the concerns to the attention of DOE. The concerns cover a wide range of issues from health and safety to environmental cleanup standards and project schedule.

DOE and BWXTO are partnering to meet the challenges that come with site transition. Working with our stakeholders is a key ingredient for success in completing the mission. The *Miamisburg Environmental Management Project, Public Affairs Assessment* (Attachment) outlines some of the tools used to accomplish communication goals and evaluate effectiveness.

Opportunities for stakeholder involvement this coming year include visits by government officials; transfer of property, PRS66 Working & Technical Group; Long Term Stewardship/Post Closure Stewardship; changes to the site image; public meetings; and more private business locating at the site.

As new businesses lease space from the MMCIC and co-locate with DOE and contractor employees, we are continuing to work with the MMCIC to include them in safety communications, Emergency Operations exercises, site briefings, and other communications as appropriate. By keeping everyone informed, employees of the co-located businesses can be a positive influence in community relations.

The strategy used by the staff of the DOE OH/MEMP and its contractor BWXTO to keep stakeholders informed and involved in key decisions, is the *Three-Legged Stool* doctrine. This doctrine includes three fundamental elements

1. public information
2. management involvement, and
3. person-to-person communication.

2. SITUATION

The Mound site is located within the city limits of Miamisburg, Ohio. The members of the surrounding community are somewhat affected by day-by-day site activities, and are most likely interested in the future reuse of the site. A major concern of the community is the DOE exit from the site and the affect on the local economy. DOE and BWXTO remain sensitive to the concerns of the community, and Public Affairs will continue to target and involve the following major stakeholder groups:

- . Members of the surrounding community
- . State and Federal regulators
- . State, county and city government officials
- . Members of Congress and their staffs
- . Local environmental activist groups
- . Site employees
- . Neighboring school districts
- . Mound Action Committee (MAC)
- . Mound Reuse Committee (MRC)
- . Miamisburg Mound Community Improvement Corporation (MMCIC)
- . Mound Environmental, Safety and Health Organization (MESH)
- . Neighbors in Need (NIN)
- . Others who are not directly affected by the site but who support Mound's operations with taxes

In the coming year, Public Affairs will initiate community outreach projects to include a wider base of affected Stakeholders

- . We will use the local Cable Channel on a regular basis to inform the community of key events and meetings.
- . Our Web site will have a monthly operations progress report posted.

3. MISSION

OH/MEMP Public Affairs' mission is to support the environmental restoration program by creating a process for public participation that informs managers of public concerns so they can make appropriate decision; and, to define and implement the public participation activities required by law.

To fulfill the mission, OH/MEMP Public Affairs will strive to maintain an environment with stakeholders that will compliment cleanup activities and transition efforts. This will be accomplished by:

- Involving affected community members early in the decision making process.
- Keeping members of the community and co-located businesses informed of both positive and negative

- Soliciting stakeholder feedback on pending issues that could affect site cleanup, and
- Keeping DOE management informed.

Public Affairs will develop issue-specific communications strategies and tools to inform, educate, and encourage cooperation among all interested persons, including those affected by the cleanup of Mound. Through various channels, employees will have opportunities to interact directly with stakeholders to better understand community values and ensure site activities are aligned with local social values.

4. FISCAL YEAR 2002 PUBLIC AFFAIRS ACTIVITIES

For Fiscal Year 2002, DOE and BWXTO Public Affairs will work with the MMCIC community relations consultant and the City of Miamisburg Public Information Officer in the planning of special events. Other outreach activities include but are not limited to:

- The Mound Action Committee and Mound Reuse Committee will continue as scheduled. DOE and BWXTO will provide presentations to various groups upon request, and participate in the MMCIC Board meetings.
- Annual Site Updates to the Community will provide an opportunity for citizens to have one-on-one conversations with project managers and other site representatives.
- The site newsletter "*New Directions*", will provide information to the community about the environmental clean up activities at the site. Other sources for information are the DOE/MEMP Web page.
- BWXTO will continue supporting the Experi-Center, Inc. The Experi-Center provides hands-on science education to the youth of the community to increase understanding of the DOE mission at Mound and at other DOE sites across the nation.
- Monthly progress report will be communicated through the website and our Washington DC Government Affairs office to key DOE and Congressional locations.

Specifics for events will be developed as the opportunities arise in the form of a Five-Part Communications Plan (in which style this document is formatted). When events are planned that include topics that the MAC members, City Officials, or various Stakeholders are interested, those groups will be included in the planning.

RESOURCES

Special resources that will support the FY02 Public Affairs mission include:

- Continued publication of the *New Directions* newsletter.
 - New Directions "News Briefs" on a monthly basis.
 - New Directions insert into Civic Focus on a bi-annual basis.
- Feedback from members of the community.
- Continued updates of the DOE MEMP web page (www.doe-md.gov).
- Meeting rooms equipped with overhead and/or VCR.
- Photographs of various cleanup efforts.
- Handouts and fact sheets for meetings.
- Public speaking and participation in community activities.
- Advertising on Miami Valley Cable Council.

Public Involvement Support

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5.0 ASSESSMENT

In an effort to determine the best approach to achieve the DOE Public Affairs mission for the next year, an assessment will be performed to establish what programs were effective. For example, formation of issue specific working groups has produced positive Stakeholder involvement therefore, we will continue to support this program.

Methods of evaluation of the effectiveness of the Public Affairs initiatives to be used in this Fiscal Year include:

- Surveys of participants at the conclusion of meetings.
- Informal query and feedback from MAC and MRC members.
- One-on-one feedback sessions with stakeholders.
- Survey included in newsletter "*New Directions*" at public meetings and on the Web page.

Attachment

Miamisburg Environmental Management Project Public Affairs Assessment Fiscal Year 2002

Mission Statement

The U.S. Department of Energy, Ohio Field Office, Miamisburg Environmental Management Project (MEMP), Public Affairs Office will foster cooperation among all persons who are affected by or interested in the cleanup and transition activities at the Mound facility through clearly expressed and readily available information. We will identify potential social obstacles to the mission and suggest strategies to reduce or avoid said obstacles through communication and cooperation.

Our mission is to support the environmental restoration program by creating a process for public participation that informs managers of public concerns so they can make appropriate decisions; and, to define and implement the public participation activities required by law.

Background

The Department of Energy, Ohio Field Office, Miamisburg Environmental Management Project (OH/MEMP) and its contractor, BWXT of Ohio (BWXTO), are cleaning up the Mound facility and transferring it by parcels of property to the MMCIC for reuse. The DOE and the Miamisburg Mound Community Improvement Corporation (MMCIC) signed a sales contract for the entire site to be transferred to the Miamisburg community at the completion of the clean up. Through the parcelization process, the DOE transfers title to real property (land and buildings within a designated boundary) by deed to the MMCIC for reuse. Three parcels have already been transferred.

The Mound facility has been the largest single employer in Miamisburg for over 50 years. Therefore, its remediation, transfer and reuse is an important element in keeping the local economy strong. The reuse of the site for private enterprise, creation of jobs and saving tax dollars should offset the closure of the former nuclear weapons production facility. This initiative is one of the major factors in accelerating the Exit Project schedule. The vision date for project completion is 2006.

In response to schedule demands, it is imperative to involve stakeholders early in the decision making process in order to maintain a high comfort level with on-going activities. The Mound Action Committee (MAC) offers an open forum for stakeholders to discuss issues or concerns they may have regarding the site restoration and remediation process. The Mound Reuse Committee (MRC), comprised of representatives of local government, business, Mound labor union leadership, and environmental groups, also offers a public forum for issues pertaining to site reuse. Both committees are a resource pool for creating subcommittees. These committees focus their efforts on an identified issue, and then submit a recommendation to DOE based on their conclusions.

The uniqueness that encompasses the DOE Mound Exit Project involves the government (OH/MEMP, contractor (BWXTO), private business (MMCCIC), the City of Miamisburg, and the Stakeholders. The strategy for success relies on interaction and communication. Execution of these two elements has created an atmosphere of goodwill and cooperation toward Exit Project completion.

Available Resources

Current available resources include:

- . Publication of the New Directions Newsletter. *New Directions "News Briefs"* is published and distributed monthly. Articles include Mound Action Committee (MAC) minutes; Environmental Update; Special Events; and meeting dates, times, and locations. This publication has a mailing list of 300 stakeholders, and plant distribution of 700.

New Directions, a four-page environmental restoration update of the Mound facility, is included as an insert in the City of Miamisburg *Civic Focus* on a bi-annual schedule. A survey card has been incorporated into the newsletter to gauge public interest in MEMP activities. The distribution of the *Civic Focus* is to 14,000 local households and businesses in the city of Miamisburg.

- . Press Releases, Media Advisories and Fact Sheets – These three mediums have been highly successful for Public Affairs. The stakeholders have respected the governments need for limited publicity, therefore the current use of this style of information dissemination has been well accepted. These activities have resulted in maintaining informed public consent with the local community.
- . Visitors Guide – A visitors guide has been developed for guests at the Mound site. Included in this guide are historical, present, and future pictures and information on key buildings and site map. This pamphlet has been an effective tool for informing visitors of Exit Project activities.
- . DOE OH/MEMP Internet Page – The MEMP web page is accessible at www.DOE-MD.gov. This web page includes site history, project information and updates, employment opportunities with the contractor, calendar of events, and points of contact at MEMP. Revitalization and updating of this page has created another source of information for stakeholders. In the past year, over 10,000 visitor hits have been recorded.
- . The former OSE Cafeteria has been the main meeting area for stakeholder meetings and site indoor events. Current security measures have made the Cafeteria unavailable for public use. Alternate locations such as the Miamisburg Civic Center and the Experi-Center are available with timely scheduling.

The *Institute for Participatory Management and Planning* rates the public forum as one of the most effective tools for achieving Citizen Participation.

- . CERCLA Public Reading Room, located in the Senior Center in Miamisburg, is convenient for public utilization.
- . Photographs – Printed media is an excellent way to follow the chronology of the Mound facility. As the contractor demolishes buildings, project managers will take digital pictures not only as an historical measure, but also as a current source of information for on-going activities. The taxpayers can see their money working toward something positive for their future.

Where Do We Stand?

The DOE MEMP Public Affairs Office has achieved a positive rapport with its Stakeholders through good communication and accessibility. Transition of the Mound site from a secretive government facility to an involved public participant has been a major achievement in the past few years.

In the last three years, visits of dignitaries such as Energy Secretary Bill Richardson, Assistant Secretaries, Ohio Gov. Robert Taft, and U.S. Congressman Tony Hall have had a positive influence on transition activities. Each representative has shown enthusiasm and interest in the DOE goal.

Consistent Stakeholder attendance at MAC and MRC meetings reflect the level of interest in the Miamisburg Project. Those that routinely attend have been active in the decision making process. Not only are the stakeholders active in the MAC and MRC, they are active in attending special events such as parcel transfer ceremonies and site tours.

Special sub-committees and working groups have been a tool to involve Stakeholders in project specific issues. The creation of the PRS 66 Working Group to review, discuss, and give recommendations on the proposed Sampling Plan for PRS 66 includes all of the MAC members and other various Stakeholders. Their participation to the lowest level of detail has created a sense of involvement in the decision making process for PRS 66. The Working Group efforts are on-going.

What Do We Want to Achieve in the Next Year?

Strong relationships have been built with the Stakeholders as a result of positive interaction, communication, and availability. Diligent care and reinforcement remains top priority. In our continuing quest to find ways to improve relationships regardless of the current standing, some of the questions to which we should seek answers are:

1. Are our stakeholders involved to their satisfaction?
2. Are we accessible to our stakeholders? Do they know who to call if they have a question or need information?
3. Do our stakeholders feel comfortable requesting information? Do they know how to access the information they seek?
4. Do we, as Public Affairs professionals, address the stakeholders concerns sufficiently?

For the answers to these questions, the Public Affairs office developed an open-ended survey that required an opinionated response in addition to a yes/no or rated response in regards to public interest and participation in MEMP activities. The survey, included in a New Directions distribution, gave the stakeholders an opportunity to relay their concerns, and/or concerns of those groups they represent.

Included in the survey was a listing of available resources for information such as follows:

- . Public Reading Room
- . DOE contact for further information
- . Web address: www.doe-md.gov
- . Environmental Protection Agency contacts
- . Ohio Department of Health Information

A further query asked stakeholders if they would be interested in more information on MEMP activities or would like to become involve in a MAC meeting, tour, or working group. The mail back survey allowed respondents to be honest in their interest in the Miamisburg Project, and their comfort level with the resource medium available.

Due to the lack of response in the first survey distribution (two surveys received), interest in reaching all local community members has been targeted. The inclusion in *Civic Focus* may increase public interest or involvement. Or, the survey may indicate a lack of public interest, and/or a public confidence in MEMP activities at Mound. This survey will be included in the bi-annual insert.

Involvement in a public forum is difficult for some people. Most are reluctant to admit that they are not familiar with certain terms or acronyms. Rather than slow the group down, most will likely decide that the issues are in an advanced stage and therefore, the opportunity to participate has passed. By reassuring stakeholders that no question is too simple and understanding their limited contact with the Mound facility, we can be assured a higher acuity of informed response.

In addition to the survey, we believe nothing replaces personal contact with our stakeholders. We will continue out personal contact, no less than monthly, with those who faithfully attend meetings. We will continue to reach out to those who do and do not support us in our efforts. By creating a casual atmosphere over a cup of coffee, stakeholders are encouraged to participate and ask questions. We have found that this is the most successful tool we have with the Miamisburg community to evaluate our effectiveness as servants of the public.

In conclusion, our goal in Public Affairs is to identify indicators through understanding why our stakeholders are involved, their needs and requirements, and to what extent these criteria should be satisfied. By first identifying and addressing those needs, we can continue to maintain a social environment conducive to the DOE mission.