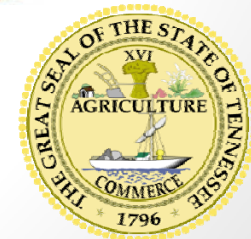


HOW TO ENGAGE IN THE “STATE” YOU’RE IN

2015 COMMUNITY INVOLVEMENT CONFERENCE
ATLANTA, GA



What's the Difference?

OUTREACH

- Primarily one-way
- Involves talking to people
- Means approaching an audience or community with answers
- Focuses on educating people
- Can be a productive part of an engagement strategy

ENGAGEMENT

- Requires building ongoing, two-way relationships based on trust and authenticity
- Involves listening to people
- Means working with the community to mutually identify solutions
- Ongoing dialogue to develop understanding

HOLISTIC ENGAGEMENT

- **SEEING COMMUNITIES WITH EYES WIDE OPEN**
 - Understanding the Intangible Strengths of Communities
 - Resilient Individuals
- **ENHANCING COMMUNITY RESILIENCY**
 - Wisdom, Dignity, and Respect: Listening and Communicating
 - Helping a Community Know Its Strength

HOLISTIC ENGAGEMENT

Holistic Community engagement presents
an opportunity for collective learning

Communities should be learning how to
make appropriate demands on
government

TRUTH

**Communities must learn to
advocate for themselves using
resources that the state can
provide.**

DELUSION

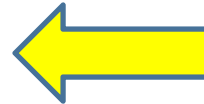
A state EJ Coordinator is the agency's internal community advocate.

What is the Role of EJ Coordinator

- Identify stakeholders
- Create a two-way street for communication
- Bring diverse and marginalized voices into the planning process which allows for consideration of perspectives that would not otherwise be understood
- Determine the right method to goals and stakeholders
- Identify what is negotiable and what isn't
- Inform participants of the other inputs into decision-making

The Normal Process (New Facilities)

- Determination of Need for Permit
- Submittal of Application or Notice of Intent
- Agency Reviews application
- Permit Drafted
- Public Participation begins
- Permit Issued or Denied



For many agencies,
the public
participation
process starts here.
In actuality, a
community can
start participation
in the permitting
process much
earlier.

Public Notice (Title V)

- The permit writer takes the draft permit, rationale, and permit application summary to public notice and EPA review
- Public notice is for 30 days at the local library for viewing the actual permit and public notice
- The public notice document go to the nearest daily newspaper to announce the first day of public notice
- EPA review is for 45 days at the same time as the public notice
- EPA, the facility, and the public can make comments on the permit documents
- The public notice document is mailed or emailed weekly to the contacts on the Public Notice Mail-Out List

Public Notice Matrix

Correspondence Type	Air ¹	Air Title V							Synthetic Minor	NPDES			Pretreatment ²			SOP ²			Animal Waste			Solid Waste			Controversial Projects			
								Documents Necessary for Public Notice Issuance																				
	Public Notice	Permit	Permit Review Summary	Public Notice	Permit	Information Relative	Permit Application Summary Form	Public Notice	Permit	Permit Review Summary	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale	Public Notice	Permit	Rationale
Company	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Courthouse	X			X				X			X			X			X			X						X		
EPA	X	X	X	X	X	X	X	X	³		X	³														X		
File	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Library ⁴	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X		X	X		X	X	X	X		
Newspaper ⁵	X			X				X			X			X			X			X			X			X		
Postmaster	X			X				X			X			X			X			X						X		
POTW (cc Company Letter)														X	X	X												
Mayor & County Board of Supervisors	X			X				X			X			X			X			X			X			X		
Mass Mail	X			X				X			X			X			X			X			X			X		

Public Notice

- If there are any comments from EPA, the public, or the facility, MDEQ must address these comments before the permit can be issued
- If the comments received are major and will cause significant changes to the permit, then the public notice period must be restarted
- If there are no comments received during the public notice process or the EPA review period, then the permit can be issued

What Tools are Already Available



Complaint
Tracking
Systems

Email/Mailing
Notification
lists

Social
Media

Staff

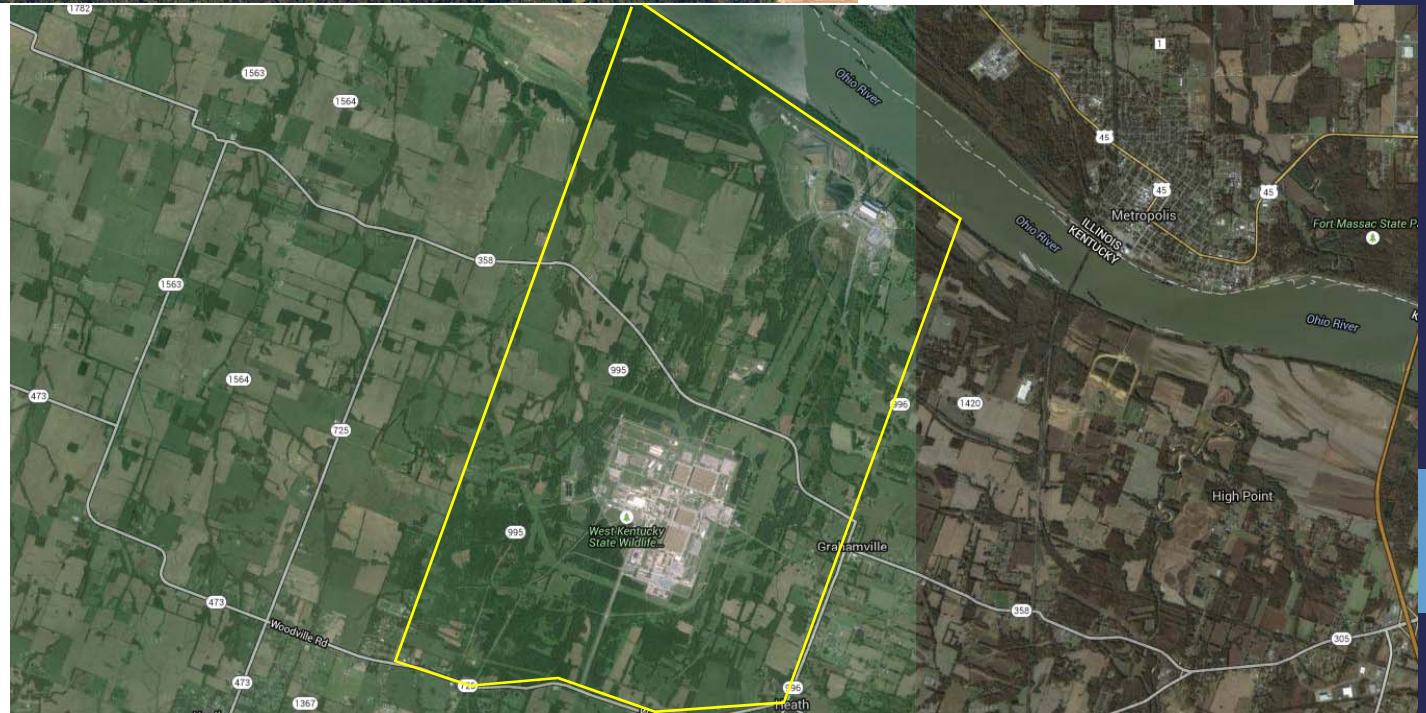
Websites

Case Study: DOE Uranium Enrichment Plant

- “The Paducah Gaseous Diffusion Plant” provided enriched uranium from 1952 -2013 for military and commercial reactors and nuclear weapons
- Only operating enrichment plant in the US from 2001-2010
- Plant is 750 acres, total site is 3,425 acres .
- Groundwater, surface water and soil contamination
- Paducah mayor in 2013: “we cannot accept a dirty shut down”
- Remediation is ongoing, Citizen’s Advisory Board in place under CERCLA\RCRA authority
- Question of future land use



Paducah, KY



End State Vision Project

- Conducted by the University of Kentucky
- Engaging the public in a participatory process
- Informed decision-making
- Interviews of 80 community leaders from 44 specific organizations and interest groups from 16 stakeholder "clusters" (e.g., Education, Media, USEC Employees, Neighbors, Recreation Enthusiasts, CAB (Citizen Advisory Board) Members, DOE/Contractor Employees, etc.)
- Meetings with eight stake-holder focus groups.
- Two Community Information Meetings
- Three Community Scenario Meetings at which audience members voted on 12 future use scenarios.
- Additional use of a project website through which the public could vote on 12 future use scenarios. (713 distinct IP address hits; 97 responses)

Create a **Community Driven**
VISION  **for the**
Paducah Gaseous Diffusion
Plant Site



Vote on several land use options, including:

- Permanent Site Closure
- Expanded Wildlife Management
- Recreation Areas
- Heavy Manufacturing
- Light Industry
- Nuclear Industry

Give us your ratings, participate in democracy, and influence your community's future!

Two Dates and Locations for Your Convenience

Monday, October 25th, 6:30 PM
West Kentucky Community and Technical College
Emerging Technology Building

Tuesday, October 26th, 6:30 PM
Ballard Memorial High School Cafeteria



These meetings are the third phase of the Stakeholder Future Vision Project, an ongoing research project of the Kentucky Research Consortium for Energy and the Environment and the University of Kentucky. For more information, visit www.paducahvision.com or call 859-257-1200.

Community Involvement Using Keypad Technology

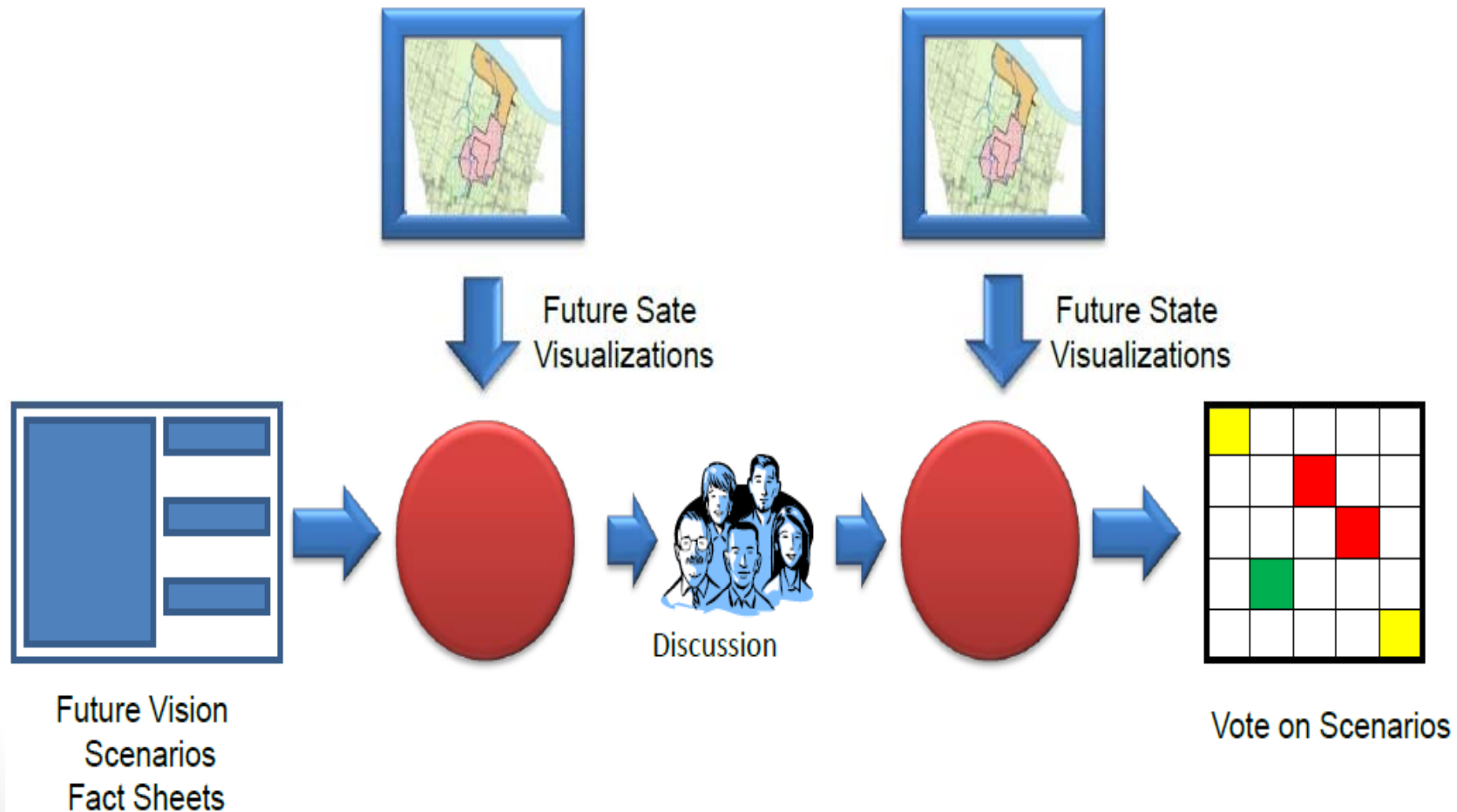
- Structured public involvement
- Individual Keypads
- Allowed voting on scenarios
- Provides input on multiple options
- Instantaneous results



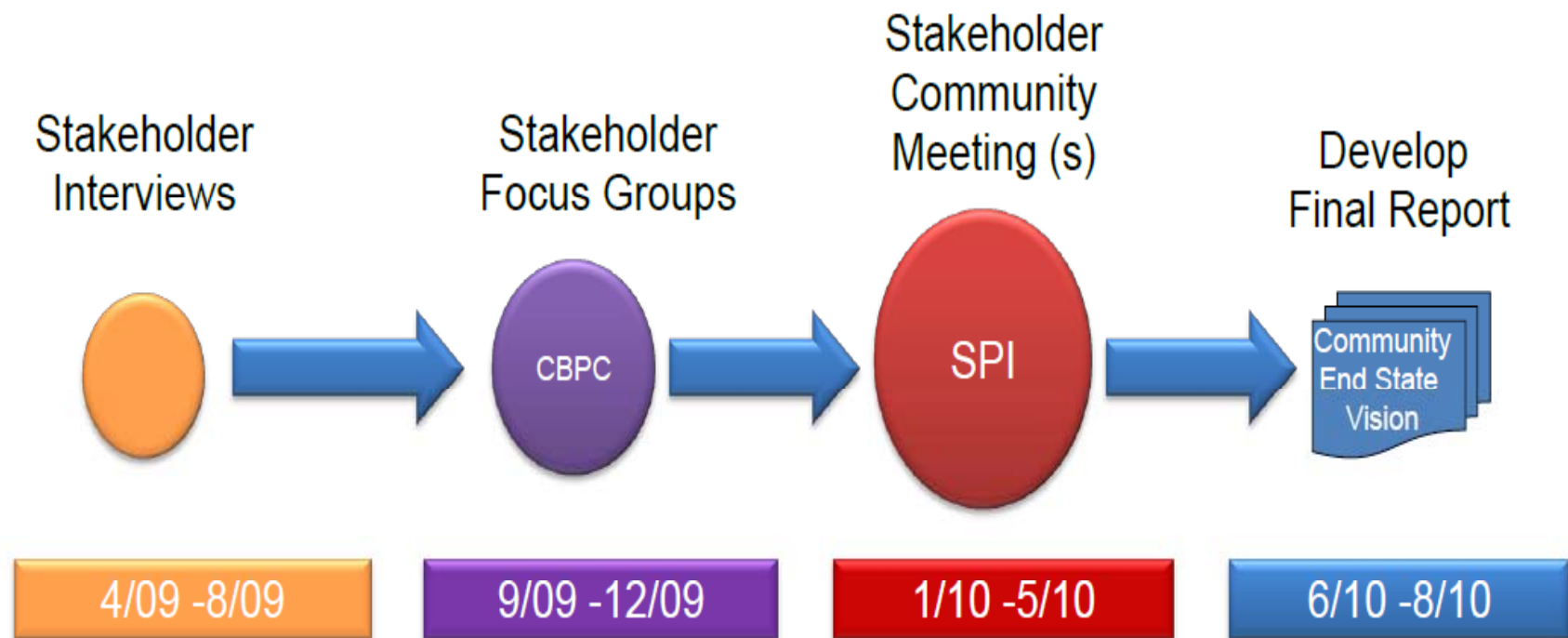
Example Scenario Matrix

Future Vision Categories	Scenario 1	Scenario 2	Scenario 3	Scenario 4	
Land Use					
a. Nuclear Industry					
:					
z. Residential Apartments					
Waste Disposal					
a. On-site					
b. Partial					
c. Off-site					
Groundwater					
a. Water Policy & Active Treatment					
:					
z. Monitoring & Enhanced Inst. Controls					
Surface Water					
a. Monitoring					
:					
z. Sedimentation Basins/Removal					
					

Structured Public Involvement



Future Vision TIMELINE



Benefits of Using Keypads for Community-Based Participatory Communication

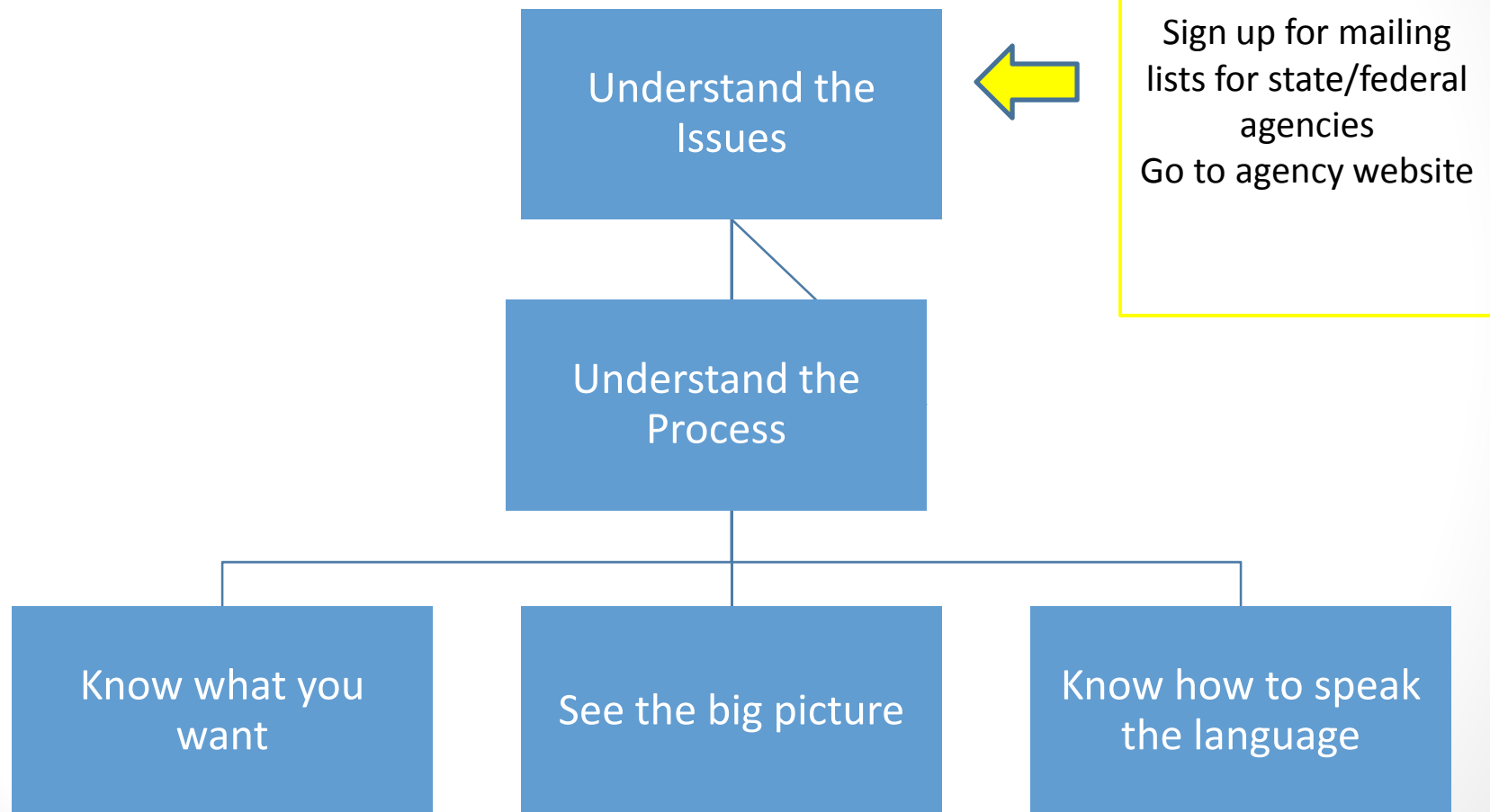
- Decentralization
- Inclusiveness - everyone participates
- Democratic
- Fosters individual involvement
- Reduces grandstanding
- Provides instant feedback on opinions
- Summary and graphical results
- Provides a voice to those that do not want to talk in front of a group
- Respect – everyone's time is valued

Why Engage with Your State?

To Ensure Meaningful Public Participation is Conducted & Your Voice is Truly Heard



Engagement Overview



Ways to Engage with Your State?

- To *COLLABORATE* to bring about change
 - What does collaborate mean?

“A mutually beneficial well defined relationship entered into by two or more organizations/groups/individuals to achieve common goals.” (Amerst H. Wilder Foundation)
- *Collaborative Problem-Solve (CPS)*

Barriers for Collaboration ...

- Ego – Being the Boss
- Personal Gain
- Deference
- Giving up something
- Lack of courage & endurance

Key Steps to Engaging States

Identify Who You Need to Know

Know the Power that a Community Holds

Seek change within an agency by knowing their policies and practices

Build Relationships using informal communication

Establish your community as Primary Stakeholder.

Be educated and able to use/understand terms used by agency

Become an Agency Partner

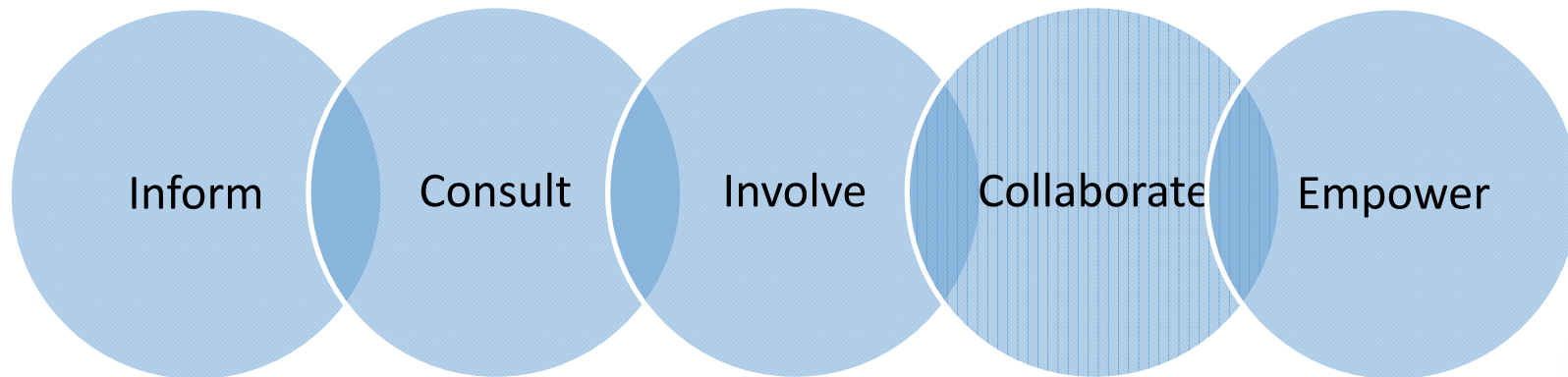
Building Relationships

- Attention
- Acceptance
- Acknowledgement
- Appreciation



Thank
You

Public Participation Spectrum



IAP2's Public Participation Spectrum

Courtesy of The Perspectives Group



Increasing Level of Public Impact

	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ■ Fact sheets ■ Web sites ■ Open houses 	<ul style="list-style-type: none"> ■ Public comment ■ Focus groups ■ Surveys ■ Public meetings 	<ul style="list-style-type: none"> ■ Workshops ■ Deliberative polling 	<ul style="list-style-type: none"> ■ Citizen advisory Committees ■ Consensus-building ■ Participatory decision-making 	<ul style="list-style-type: none"> ■ Citizen juries ■ Ballots ■ Delegated decision



the perspectives group

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What's the Objective of Your Engagement?

MODELS OF ENGAGEMENT What type of stakeholder do you want to be?	
STAKEHOLDER AS THE :	OBJECTIVES OF ENGAGEMENT:
Client	Satisfaction of stakeholders
Partner in dialogue	Creating a basis for mutual understanding
Producer of ideas	Exploration of feasible alternatives
Co-producer of policy	Creation of ownership of solutions
Agenda setter	Follow-up on wishes from grass root level
Jointly responsible	Creation of joint management model
Stakeholder decides	Delegation of powers to stakeholders

Engagement

Effective engagement can:

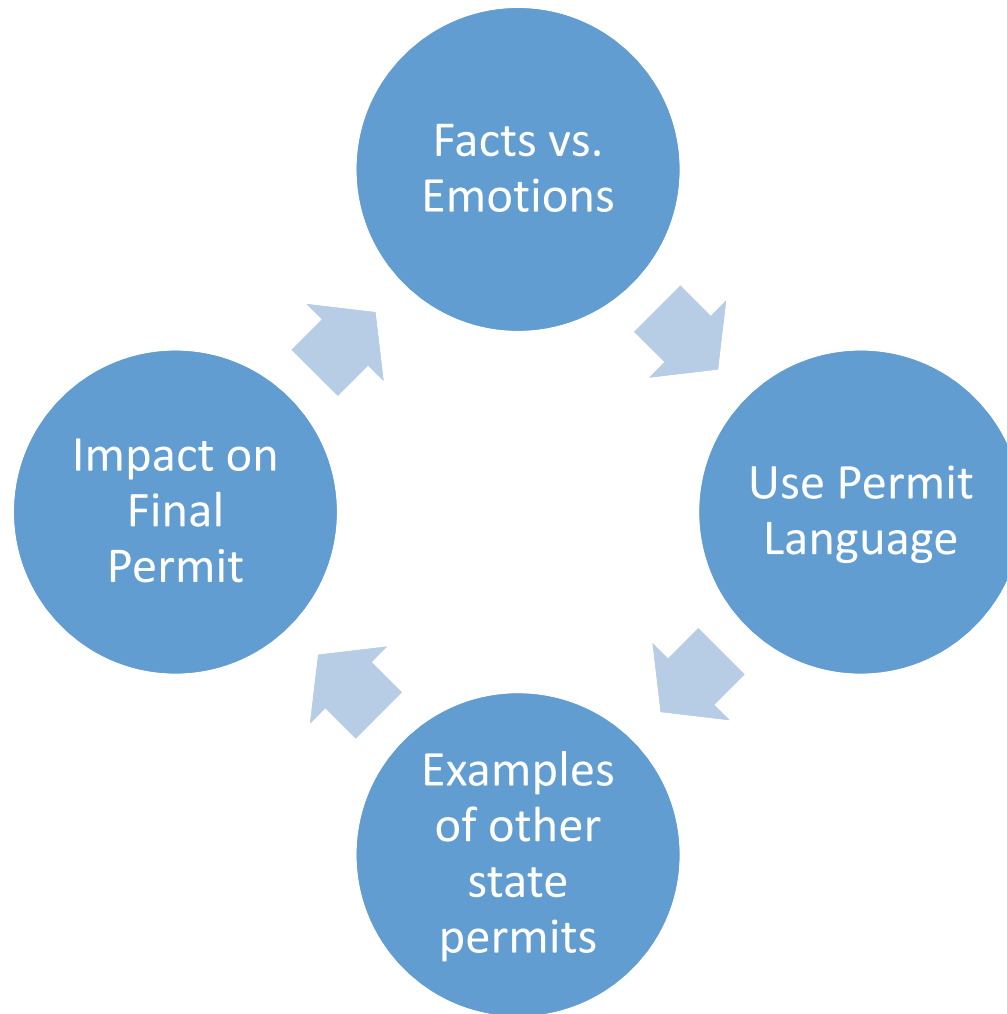
- raise citizen and community awareness about an issue
- identify community perceptions about an issue
- identify what will work in reality and what will not
- tap into new ideas and expertise
- provide avenues for dialogue with:
 - key stakeholders and interest groups
 - citizens
 - communities
 - government interests
- promote consensus
- achieve negotiated outcomes
- build constituency support
- provide feedback/evaluation on existing policies.

Engagement

Bottom line, community engagement is
important because:

1. The best decisions come from difference and deliberation, not immediate agreement and harmony.
2. Individuals need to have access to unbiased information and data to form their own opinions.
3. Individuals bring with them specialized knowledge from their experiences. When a section of the community is missing from the table a big chunk of information is also missing.
4. When community engagement processes are in place, creative solutions with community buy-in for implementation are the result, often meaning more vibrant, resilient and sustainable communities.

Writing a Comment that Gets a Reaction



Understand the
Issues

Understand the
Process

Know What You
Want

PREPARE

Policy- What is the agency required to do with this communication?

Problems- How do I define the problem? How do others define the problem?

Actors- Who else has a significant role in this process?

Politics- Which actors are most likely to influence the process or the outcome?

PLAN

Purpose-What do we want to accomplish?

Message- What is my message? What argument will I make to support my message?

Role- What is my role in this process? What is my interest in the outcome?

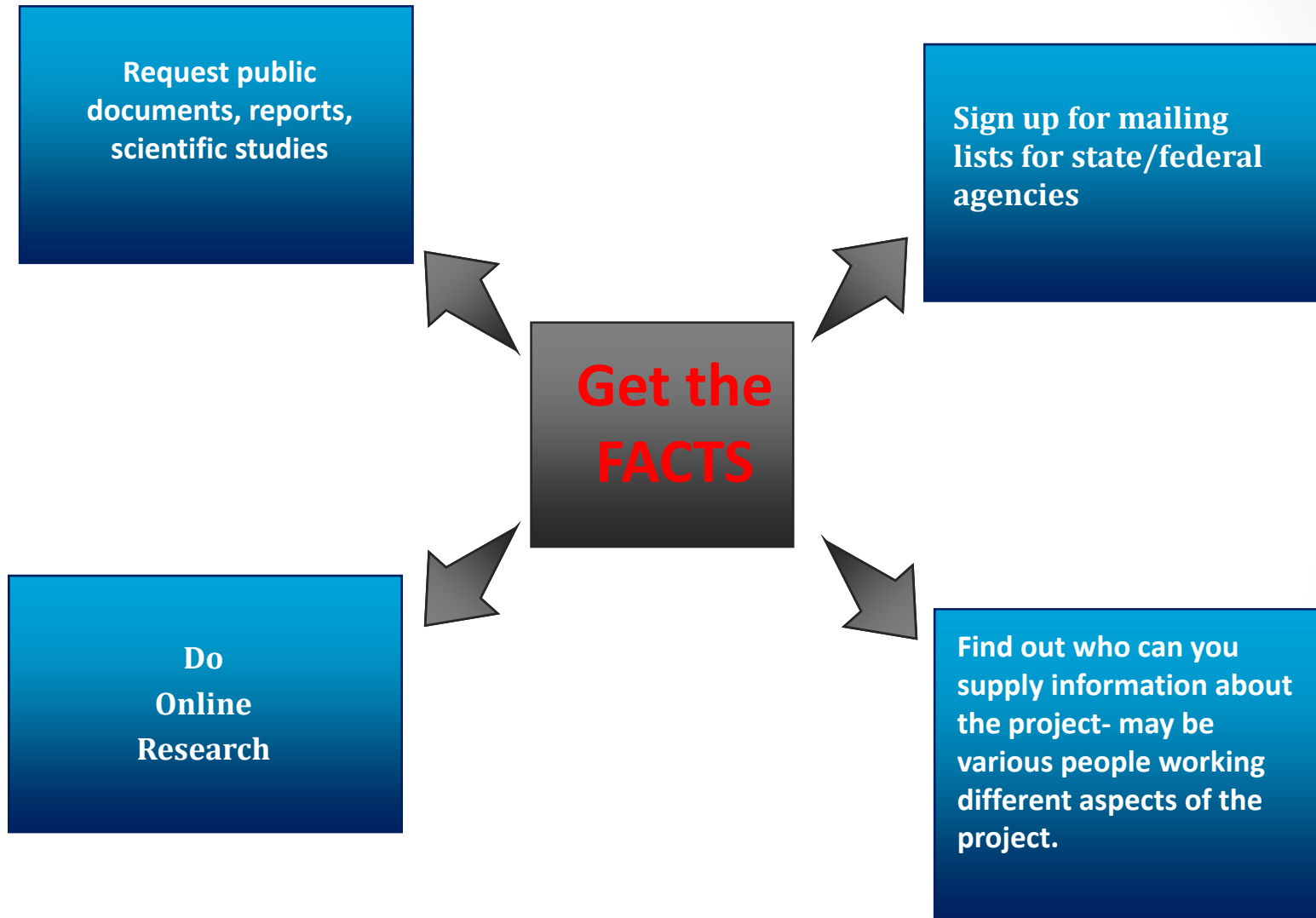
PRODUCE

Reception- What will recipients know after they read my comments?

Contents- What information will support the message? What attitude do I want to convey?

Response- What is likely to happen as a consequence of this communication?

TO UNDERSTAND THE ISSUES, YOU GOT TO DO YOUR HOMEWORK!



When was the application received?

How many days does the agency have to acknowledge receipt?

Can I make comments during the application review?

What happens once the permit is drafted?

Can I request an email notice of draft permit going to notice?

Is this the only permit required for this project?

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Can the agency notify us of the application?

When is the application public record?

How many days will the review take?

Who is drafting the permit?

Can I request a public hearing?

What other agencies have to review this draft permit?

Know What You Want

The Permit Agency may require the applicant to provide data necessary to evaluate the impacts of air toxics, including the predicted emission rates and ambient concentrations, when it deems necessary, considering factors that follow:

- (1) the types of air toxics involved;
- (2) the quantity of emissions involved;
- (3) the physical characteristics of the stationary source (such as the location, size, etc.);
- (4) the anticipated human health effects;
- (5) the weight of scientific data supporting the health effects associated with the air toxics

Summary

“When citizens and communities are properly engaged, then they become more precise and detailed in their comments on environmental issues, policies and permits. These types of comments serve to demonstrate, primarily, the ability of the community to grasp all that we do as an environmental agency and reveal the veiled influence that lies within every citizen to bring transformation to their community.”

-Melissa Collier