COMMUNITY PROFILE

DESCRIPTION

A community profile outlines local issues, events, and players. A community profile helps fine-tune your *Communication Strategy*, avoid obstacles, and communicate EPA's message.

REQUIRED ACTIVITY?

No.

MAKING IT WORK

WHEN TO USE

Develop the community profile when you first get started in a community, and update as necessary. In order to develop a comprehensive and representative community profile, you need to understand local issues and people, especially in diverse communities. A community profile is most effective when developing a *Community Involvement Plan*.

HOW TO USE

To get started researching local issues and people, consider some of the following characteristics of your site and its community:

- Demographics;

- Ethnic background;

- Languages and the need for *Translators;*

- Sensitive populations, such as elderly people, pregnant women, and children;

- *Media* contacts;

- Previous cleanup activity;

- Interest in obtaining a *Technical Assistance Grant (TAG)* or forming a *Community Advisory Group;*

- Popular activities and hangouts; and

- Accessible *Resources* like computers, *E-mail*, and fax machines.

The *Internet* is a great way to ask follow-up questions or discover other key community resources.

WasteLAN—WasteLAN (formerly called CERCLIS 3) is a national database with extensive information such as site history, cleanup progress, and milestones. Geographic Information Systems (GIS) contain demographic information regarding environmental and socio-economic characteristics. For instance, HUD 20/20, the Department of Housing and Urban Development's (*HUD*) GIS program, and *LandView*, EPA's GIS program, track population by race; population per square mile; population by age; percentage of minority households in the surrounding area; numbers of households living in poverty; and community support programs. *LandView* also identifies other hazardous waste sites or permitted facilities.

Consider *Local Resources*. Involve yourself in local events to meet stakeholders. *Local Resources* and contacts (*e.g.*, leaders, store owners, activists, and long-time residents) will help you see local issues from an insider's perspective.

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Community Profile

Research the site's history. Visit the public library, and search local publications for information. Look in the *Information Repository* for the Record of Decision (ROD), fact sheets, and other documents containing information on other sites in the same community. These documents will also tell you about site contamination, EPA's previous involvement, and the risks site contaminants pose to residents. When reading the ROD, focus on the community comments section—it can help you gauge your community's concerns and help you gain insight on the level of community involvement in the past.

Examples

Example 1: Researching. A CIC was searching the *Internet*. By accessing Housing and Urban Development's Web page, he learned that *Step-Up* (HUD's Worker Training program) was active in his community. He met with the local *Step-Up* contact to learn more. Then, using GIS, he discovered local demographics that improved the *Communication Strategy*.

Example 2: Getting Involved. A CIC attended a basketball game at a local high school. By introducing herself to a few local citizens, she built some trust and showed that she was making an effort to get to know them. The people she met that day were more candid in their interviews, and later became advocates for EPA.

Related Tools/Resources in the Toolkit

- Brownfields, Tab 1
- Communication Strategies, Tab 3
- Community Groups, Tab 4
- Community Interviews, Tab 5
- Community Involvement Plans, Tab 7
- Computer-Based Resources, Tab 10
- Cross-Cultural Communications, Tab 12
- Federal Agencies, Tab 16
- Informal Activities, Tab 20
- LandView, Tab 10
- Local Resources, Tab 22
- Mailing List, Tab 23
- Maps and Aerial Photographs, Tab 24
- Media, Tab 25
- Partnering, Tab 28
- Public Comment Periods, Tab 31
- Risk Communication, Tab 37
- Technical Assistance for Communities, Tab 41

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Attached Items Within this Tool

◉ Attachment 1: Community Profile Matrix—This matrix lists the types of information the CIC should try to collect and the resources he or she could use to find it.

Attachment 1: Community Profile Matrix

Site Characteristics	My Site	Sources of Information			
		Checked the Internet?	Checked WasteLAN?	Checked GIS?	Checked your Local Contracts/ Resources?
Site Name					
City					
State					
EPA ID Number					
Local Ethnic Groups					
Local Demographics					
Local Contracts					
Sensitive Sub-Populations Located in the Community					
Media Contracts					
Popular Activities					
Type of Past Cleanup Activity					
Past Community Involvement					