

300 Area Integrated Field-Scale Subsurface Research Challenge (IFC) Communications Plan

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Acronyms

CERCLA	Comprehensive Environmental Response, Compensation, and Liability Act
DOE	Department of Energy
EM	Environmental Management
EPA	Environmental Protection Agency
ERSD	Environmental Remediation Sciences Division
ERSP	Environmental Remediation Sciences Program
IFC	Integrated Field –Scale Subsurface Research Challenge
ORP	Office of River Protection
PI	Principal Investigator
PNNL	Pacific Northwest National Laboratory
PNSO	Pacific Northwest Site Office
RL	Richland Operations Office

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1.0 Introduction

Pacific Northwest National Laboratory (PNNL) has established the 300 Area Integrated Field-Scale Subsurface Research Challenge (300 Area IFC) for the U.S. Department of Energy's (DOE) Office of Biological and Environmental Research (BER) within the Office of Science. The project is funded by the Environmental Remediation Sciences Division (ERSD) through the Environmental Remediation Science Program (ERSP) Notice LAB 06-16. The purpose of the project is to conduct research at a field site in the 300 Area of the Hanford Site to investigate multi-scale mass transfer processes associated with a subsurface uranium plume impacting both the vadose zone and groundwater. The 300 Area was selected as a location for an IFC because it offers excellent opportunities for field research on the influence of mass-transfer processes on uranium in the vadose zone and groundwater.

Communication both within the 300 Area IFC and externally are critical to success of the project. Effective communication will occur both formally and informally on the project. Although the level of interaction might vary between organization and individuals, the project is expected to interact with:

- ERSD program managers
- The scientific community for communication of research results
- DOE Site Office staff
- DOE site contractors responsible for managing the proposed field site(s) and/or wastes
- Local stakeholders
- Federal, State, and other local regulators.

This Communications Plan documents an approach for communicating and interacting with the organizations and stakeholders identified above. There are three parts to the plan: 1) goals and communication targets, 2) communities of interest, and 3) communication methods. The plan is not intended to be prescriptive, but provide a framework within which communications can be provided in an effective and flexible manner.

2.0 Communication Goals

The overall goal for communications on the 300 Area IFC Project is to address key questions and gaps in understanding of field-scale processes by providing results that 1) enhance scientific understanding, and 2) provide information on contaminant transport and remediation in the context of DOE cleanup needs. The project intends to effectively communicate scientific results from field experiments and analyses to a broad spectrum of audiences, ranging from the scientific community to local stakeholders and interested groups.

Related communication goals include:

- Establishing the 300 Area IFC as a field-scale research facility that offers opportunities for testing scientific hypotheses investigating multi-scale mass transfer processes associated with subsurface uranium.
- Serving as a resource for reliable field data and experimental results pertaining to multi-scale mass transfer processes associated with the 300 Area uranium plume
- Enhancing 300 Area IFC research by facilitating communication among the research community, including others conducting research for ERSD
- Actively engaging internal and external stakeholders about the rationale, purpose, benefits, activities, operations, and results of the 300 Area IFC to generate and maintain support
- Listening to stakeholders and incorporating their views, where appropriate.

3.0 Communities of Interest

The 300 Area IFC interacts with multiple communities of interest, as presented in the introduction. These communities include the scientific community that is interested in results of the project as well as potential collaboration and access to the site, local communities including DOE Richland Operations staff, other Hanford contractors, local stakeholders, Tribal Nations, and regulatory agencies, as well as the DOE Office of Science including the Environmental Remediation Sciences Division (ERSD) who provide funding for the project. An individual or organization may belong to multiple communities of interest and stakeholder categories. It is not possible to list all potential stakeholders within these communities of interest, but key stakeholders are listed in the description of each community of interest.

Scientific Community. This community includes those involved in the 300 Area IFC, other IFC efforts at Old Rifle and Oak Ridge, other ERSP researchers, and the greater scientific community. Members of this community represent a variety of technical disciplines. The primary communication within the scientific community will occur within the structure of the IFC project to further the research of the IFC. Other collaborators funded through ERSP will also interact with the IFC to share information, utilize samples from the site, or gain access to perform field experiments.

Local Communities. This community consists of local DOE offices, DOE Richland Operations and potentially the DOE Office of River Protection, Hanford site contractors, local stakeholders, Tribal Nations, and regulatory agencies, in this case, the Environmental Protection Agency (EPA) and the Washington State Department of Ecology. Members of this community represent a variety of interests, from recipients of scientific and technical information that they may use to influence remediation decisions to stakeholders and Tribal Nations who will participate in communications and convey issues that may or may not influence the 300 Area IFC.

Client Community. This community includes ERSD, the organization that provides funding for the 300 Area IFC Project, the Federal Research Executive Committee (FREC) and other offices within the DOE Office of Science including the Pacific Northwest Site Office (PNSO), which is a local office. The focus of communication with this community centers on information that allows responsible parties to know what is taking place at the 300 Area IFC and why, and to know that activities are being conducted in accordance with proper procedures.

Different communication goals align with different communities of interests.

4.0 Communication Methods

A variety of communication methods may be used for the 300 Area IFC, including, but not limited to informal communications, site tours, written communications such as brochures, fact sheets, newspaper articles, monthly reporting and conference calls, scientific publications, presentations and posters, participation in meetings, web-based communications including the project website, and press releases to broadly disseminate information. All communications will be conducted in accordance with PNNL’s Standards Based Management System (SBMS). Media contacts and external communications will be conducted through the PNNL Communications and External Relations. Communication activities involving political or Congressional involvement will be coordinated with PNNL’s Protocol office and DOE Pacific Northwest Site Office (PNSO).

Communication products for the 300 Area IFC are tailored to meet goals and reach target audiences. For examples, products for meeting scientific goals include data, presentations and posters at professional meetings including the ERSP PI meeting, and peer-reviewed journal manuscripts. Products aimed at providing information for the local community of DOE, Hanford Site contractors, and regulators may include the project website, periodic documents summarizing research highlights, presentations at meetings such as the Hanford Advisory Board or the Groundwater Remediation Project monthly open meeting, and site tours.

While much of the communication strategy consists of one-way communication consisting of providing data, information, and findings, some elements are interactive. These elements include participation in local meetings and workshops where feedback from the local DOE offices, Hanford Site remediation contractors, stakeholders, Tribal Nations, and regulators may be received by the project.

All communication methods are intended to build confidence in the research being conducted at the 300 Area IFC and generate support. The methods selected for communication depend on the goals, targeted communities of interest or individuals and organizations within those communities, and the intended use of the information. Table 4.1 summarizes communication methods that may be used relative to the goals; it does not list all potential methods.

Table 4.1. Possible Communication Methods for the 300 Area IFC.

Communication Goals			
Communication Group	Establish 300 Area IFC as a Resource	Enhance Research	Actively Engage Communities of Interest
300 Area IFC Collaborators	<ul style="list-style-type: none"> • Website • Data management system and other technical products • Conference calls • FRC PI Manager interactions 	<ul style="list-style-type: none"> • Scientific posters and presentations • Workshops and meetings • Scientific publications 	<ul style="list-style-type: none"> • Conferences • Workshops and meetings • Quarterly reports • Annual progress reports

Communication Goals			
Communication Group	Establish 300 Area IFC as a Resource	Enhance Research	Actively Engage Communities of Interest
	<ul style="list-style-type: none"> • News releases 		
ERSD PIs and Other Researchers	<ul style="list-style-type: none"> • Website • Technical products • FRC Manager interactions • News releases 	<ul style="list-style-type: none"> • Scientific posters and presentations • Workshops and meetings • Scientific publications • Flyers • Website 	<ul style="list-style-type: none"> • Conferences • Workshops and meetings • Quarterly reports • Annual progress reports • Site tours
DOE ERSD	<ul style="list-style-type: none"> • Website • Technical products • FRC Manager interactions • News releases • Brochures and exhibits • Briefing papers 	<ul style="list-style-type: none"> • Scientific posters and presentations • Workshops and meetings • Scientific publications • Website • Conference calls • FREC reviews 	<ul style="list-style-type: none"> • Conferences • Workshops and meetings • Quarterly reports • Annual progress reports • Site tours
DOE RL and ORP. Hanford Site contractors	<ul style="list-style-type: none"> • Website • Technical products • FRC Manager and Field Site Manager interactions • News releases and media events • Brochures and exhibits • Briefing papers • Field Site sign 	<ul style="list-style-type: none"> • Scientific posters and presentations • Workshops and meetings participation • Scientific publications • Website • Field Site sign 	<ul style="list-style-type: none"> • Conferences • Workshops and meetings • Quarterly reports • Annual progress reports • Site tours
Regulators	<ul style="list-style-type: none"> • Website • Technical products • FRC Manager and Field Site Manager interactions • News releases and media events • Brochures and exhibits • Field Site sign 	<ul style="list-style-type: none"> • Elicit feedback <ul style="list-style-type: none"> - Workshops - Conferences • Scientific posters and presentations • Scientific publications • Website • Field Site sign 	<ul style="list-style-type: none"> • Site tours • News releases and media events • Workshops and meetings • Annual progress reports • Website

Communication Goals			
Communication Group	Establish 300 Area IFC as a Resource	Enhance Research	Actively Engage Communities of Interest
Congress	<ul style="list-style-type: none"> • Website • News releases • Brochures and exhibits 		<ul style="list-style-type: none"> • News releases • Briefing papers
Policy Makers	<ul style="list-style-type: none"> • Website • News releases • Brochures and exhibits 		<ul style="list-style-type: none"> • News releases and media events • Briefing papers • Site tours • Meetings
News Media	<ul style="list-style-type: none"> • Website • News releases • Brochures and exhibits 		<ul style="list-style-type: none"> • News releases and media events • Briefing papers • Site tours
Public	<ul style="list-style-type: none"> • Website • News releases • Brochures and exhibits 		<ul style="list-style-type: none"> • News releases and media events • Briefing papers • Site tours
Tribal Nations	<ul style="list-style-type: none"> • Website • News releases • Brochures and exhibits 		<ul style="list-style-type: none"> • News releases and media events • Briefing papers • Site tours
Stakeholders	<ul style="list-style-type: none"> • Website • News releases • Brochures and exhibits 		<ul style="list-style-type: none"> • News releases and media events • Briefing papers • Site tours
Educators/Students	<ul style="list-style-type: none"> • Website • News releases • Brochures and exhibits • Educational materials • Student and teacher internships 		<ul style="list-style-type: none"> • News releases and media events • Briefing papers • Site tours

4.1 Status

Initial communication efforts have focused on establishing the 300 Area IFC as a resource and actively engaging various communities of interest. The project has established a website (<http://ifchanford.pnl.gov>) which has information about the 300 Area IFC. The project has participated in quarterly reviews with DOE and in an initial conference call with the FREC. The project also presented status and plans for the IFC at the annual ERSP PI meeting. Locally, the project has presented at meetings and workshops for the Soil and Groundwater Remediation

Project managed by Fluor Hanford, Inc. Representatives of Tribal Nations, regulators, site contractors, DOE RL and DOE ORP have participated in these meetings. The project has also made presentations and interacted at a workshop for the current status and future plans for cleanup of the 300 Area soil and groundwater. These presentations have helped establish the IFC as a resource and to actively engage communities of interest.

A press release was issued from PNNL when two IFC projects were awarded at the 300 Area and Rifle, Colorado. Additional releases are planned for the 300 Area IFC during drilling operations for installing the well field and during significant field activities.

4.2 Planned Activities

Planned activities are described as they address goals for communication with the various communities of interest. The planned activities will evolve and change over time. This section is intended to provide a general direction for communication on the 300 Area IFC.

Communication activities within the scientific community will include:

- Refine the 300 Area IFC website and project database to facilitate sharing of data and interpretations. The collaborators on the project responsible for data interpretation and modeling will be integrated during FY 2008.
- Communicate externally through update of the project website the materials and samples that are available from the 300 Area IFC. A listing of materials will be posted along with a procedure and forms for requesting and receiving samples.
- Develop a publication plan documenting major scientific manuscripts that will be written and submitted.
- Initiate manuscripts on the 300 Area IFC and participate in the ERSP PI Meeting and other professional meetings.

Communication activities with local communities will include:

- Participate in Fluor Hanford Soil and Groundwater Remediation Project Open Meetings to provide updates for the 300 Area IFC
- Participate in workshops for the 300 Area and Columbia River corridor as they arise, including presentations to Tribal Nations, regulators, and stakeholders.
- Develop fact sheets, brochures, exhibits, and news releases describing the 300 Area IFC and activities undertaken by the project.
- Conduct site tours on an as-requested basis and extend invitation for tours during significant field campaigns.
- Conduct media event during significant field activities such as well drilling and field experiments.
- Post a sign for the IFC once well field is installed.

Communication activities with the client community will include:

- Update and post project controlling documents on the 300 Area IFC website.
- Continue direct communication with ERSD Project Manager and others in ERSD
- Participate in Annual ERSP PI meeting

- Provide quarterly and annual reports and communicate status via quarterly conference calls
- Interact with the FREC during regularly scheduled conference calls
- Develop fact sheets, brochures, exhibits, briefing papers, and news releases describing the 300 Area IFC and activities undertaken by the project.
- Conduct site tours on an as-requested basis and extend invitation for tours during significant field campaigns.

Primary contacts for the 300 Area IFC include:

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