
From: Jane Mobley [REDACTED]
Sent: Thursday, February 04, 2010 8:36 AM
To: [REDACTED] Kelly
Subject: GSA issues

Kelly,

I have to see Stacia this a.m. -- forgot until a few minutes ago -- 9 a.m. and I will keep it to an hour. Meanwhile, here is the beginnings of what we need to assemble.

- We would be called upon to manage a crisis already underway at the GSA site at Bannister Road. The problem is contaminants left from earlier days making armaments, among them nuclear, at the site. It is a toxic area and everyone knows it. What has happened is a channel 41 reporter has been dogging a story on employees who think they might be getting sick from working there. Dysfunction on site (acting director didn't get appointed to full director and will be replaced-- he's plenty mad and is already at odds with the female SES just below him and is trying to pin problem on her) as well as with MO DNR, who took on to "manage" the issue and failed and is now miffed to be set aside from the process, which has been handed over to EPA, so are pointing fingers at the local GSA folks. There are other extenuating factors, but the biggest is that 77 children are in an onsite daycare center that has allegedly been experiencing fumes. EPA here has told GSA HQ that they won't take on the communications issues without help. GSAHQ is prepared to pay for consulting help but the contract will be managed by GSA here (or EPA here, under discussion).

Sounds like a recipe for a nightmare. But I told Rich we would do it.

- Rich needs a Statement of Work for what needs to be done -- although they don't really know, so it needs to be general enough to fit in every thing we could find under every rock we turn over. They are calling it Risk Communication although they are clearly in a full tilt crisis already. He was hoping we had or would know where to find a "boiler plate" SOW so they could write a contract right away. Yeah right.
- Let's make a workplan based on what we know about crisis communication -- plus what we can see on the web. There are some good plans near the surface on Google. I asked Daniel to get some looking started based on what I had read last night. Others can join in on that.
- At least we have to: understand the problem and potential solutions (meetings, research); create an immediate action plan; get messages prepared and out to audiences; deal with media; understand issues with government agencies and elected officials (SEN Bond's office has a big hand in the GSA issues here) and assist leadership in dealing with those; deal immediately affected stakeholders (parents of day care kids, etc.), employees, tenant organizations and their stakeholders (DOE has been on that site) etc.; develop communications materials about the overall issues; get a longer term plan to address ongoing issues of remediation, eventual relocation of GSA staff, etc. Work plan doesn't have to be detailed -- can't --but it needs these and possibly other big blocks.
- We need to know what's happening. Can media-savvy JMAers find out what's been broadcast, etc.?
- Did you say your new 8(a) friend whose name is lost to me was in broadcast journalism? Do you think she might be an asset? It's an Environmental Justice day care center. The day care will be the hot media focus. I am sure you are following my thoughts and probably already way ahead of me on this.

- Maybe Jackie can find from one of our contracts all the usual back matter a contracting officer would stick on and we can send it along to Rich so he knows what a contract will have to look like.

- Maybe check FAR -- other than a Simplified Acquisition is there any way to do this? They could Sole Source but it would really be arguable that no one else could do this but us. If it is SA, it has to be under \$100K. That won't carry them on as far as this should go. I told Rich they might have to do phases. First SOW would be the immediate crisis. Next would be planning and moving forward on the next steps (remediation, etc.). We will know better when we think how many hours work we can do for \$100K and with whom.

I will get there as soon as I can, but this will get you started.
Jane

Jane Mobley, Ph.D.
Founding Principal
Jane Mobley Associates
116 West 3rd Street #102
Kansas City, MO 64105

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Communication That Builds Community