

## WTP Communications Strategy Discussion Topics

For discussion at the April 7, 2015 PIC meeting

**Issue Managers:** Bob Suyama, Dave Bernhard, Melanie Myers-Magnuson, Dirk Dunning, Liz Mattson, Pam Larsen, Ken Niles

Some potential questions and areas that the TWC/PIC need to discuss in order to develop a Communications Strategy for the Waste Treatment Plant.

These questions represent the data that the TWC/PIC might need in order to provide a plan that will be of value to the Tri-Party Agencies and the Public and Stakeholders.

### Discussion for April 7, 2015

#### Lessons Learned

Thinking back on efforts to share information/hold meetings related to the WTP, what are some lessons learned that could help inform a communications strategy for future communications?

What worked? What didn't work?

- Information sharing in person, via email, the web, social media:
- Public presentations:
- Public meetings:
- Written material:

#### Who: Communication Responsibility, Ability, and Audience

1. Who will be responsible for creating and delivering communications about the WTP?
  - DOE/ORP
  - Contractor/s
  - Ecology
  - DOE-HQ
2. How much money/time is going to be devoted to putting the communications strategy into action?
3. What kinds of information are different target audiences likely to want about the WTP?
  - Hanford workforce
    - Example: status of construction/design, potential job openings
  - Hanford Advisory Board
    - Example: status of technical issues, reports, designs
  - The Media
  - Public Interest Groups
  - Contractor Community
  - Highly-Engaged Public
  - Tribes
  - DNFSB
  - General Public
  - Local Communities
  - TRIDEC

**Commented [LM1]:** This is intended as a round table discussion, brainstorming session, reflecting back on previous WTP PI activities for each of the categories below. 30 min

**Commented [LM2]:** This is intended as a walk-around-the-room brainstorm session with flip-charts on the wall. We can pick a few audiences to work on, or we could also do this as a group if folks would prefer that. We can also ask people for input ahead of time, if they want to send in ideas on Monday to help seed the discussion. 30 min

**Commented [LM3]:** I put in a few examples to help explain what this means.

### Why: The Purpose of Communication

**For the HAB:** Why should the TPA Agencies communicate about the WTP? What is missing?

- Collect: To collect information from others, determine requirements needed to achieve project confidence, discover the true current status of the project
- Decide: To persuade others to take action
- Exchange Dialogue: To arrive at mutually agreeable ways to respond to Issues or Risks
- Regulatory: To meet legal, regulatory, or standard process requirements
- Inform: to be transparent with and accountable to stakeholders, educate, encourage dialogue, increase ownership in the project.

**For the TPA Agencies:** Why do you want to communicate about the WTP?

### For Future Discussion:

#### 1. What: The Content of the Communication

- What questions should be answered about the following topic areas? What is missing?
- What level of detail should be shared and in what form/s should the information be packaged?
  - Technical issues and resolution path
    - What are the technical issues?
    - What is the resolution path?
    - What is the progress?
    - What are the results?
  - Quality Assurance and Quality Control
    - What has been done/will be done to assure that installed parts meet QA/QC requirements?
  - Reviews/Reports/Surveys
  - Cost and Timing
  - Construction Progress
  - Direct Feed LAW

#### 2. Action Preferences: Prevent, Intervene, Recover

- What are different targets for gathering input regarding urgencies for action?
  - Risk/Threat: Has not occurred, action could prevent
  - Issue: Has occurred, opportunity exists to intervene
  - Failure: Has occurred, recovery is only option
  - Lesson Learned: May occur again

#### 3. When: Timing or Periodicity of the Information

- When and how-frequently should communications take place?
- Is there specific timing to consider regarding:
  - Initial Communications
  - Recurring Communications
  - Close-out Communications

**Commented [LM4]:** This would be another group discussion. 30 min.

**Commented [LM5]:** Would be good to tackle this question at the next TWC meeting. We can seed this discussion by having more questions added to this list before the in-person discussion. I put some in to get things rolling.

**Commented [LM6]:** I wasn't entirely sure what this was getting at, but tried to make it something we could discuss. This would be a great topic for TWC as well. Could be combined with the previous question.

#### 4. How: Communication Distribution and Reporting

- Given that different audiences have different preferences in the way they prefer to receive information, what tools should be used?
  - Formal or informal information delivery
  - Meetings
  - Face-to-face in one-on-one briefings
  - Open two-way dialog with Public and Stakeholders
  - Open technical discussions with Project and Contractor Technical Experts
  - Summary information or details
  - Visuals (charts and graphs)
  - Data (words or numbers)
  - Email, online and interactive
  - Videos
  - Mailings
  - Paper

**Commented [LM7]:** These two would be great for the June PIC meeting discussion.