

FACILITATING STAKEHOLDER INVOLVEMENT IN ENVIRONMENTAL RULEMAKING FOR URANIUM

Michael Boyd & Tony Nesky
U.S. Environmental Protection Agency
Radiation Protection Division
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EPA's mission is to protect human health and the environment.

EPA sets generally applicable standards for radioactivity in the environment coming from man's use of radioactive materials.



Why Outreach for Uranium?

- Early public participation in development of standards
 - Tailings piles
 - Uranium and Thorium facilities
- Helps us draft a better regulation



Outreach—How?

- Communications staff part of technical team
- Write a plan
- General tactics
 - Dedicated web pages
 - Dedicated email accounts
 - Go to our stakeholders



Specific Circumstances, Specific Tactics

- In-situ leaching (ISL) is now the primary method for uranium extraction.
- Many milling facilities are near Native American territories.

Specific Tactics:

Where to meet with stakeholders?



Arizona



Texas



Specific Tactics: Arizona

Challenge: Native American participation

- Join their meeting
- Help from tribal organizations
- Ads in mass circulation dailies
- Ads in tribal newspapers

Result: Good turnout from Native Americans



Specific Tactics: Texas

Challenge: Participation in a large rural area

- Ads in local business newspapers
- Networking
- Personal telephone calls

Result: Participants from all walks of life



Specific Tactics: LISTSERV

- Deliver information to stakeholders
- Create and maintain a mailing list

***Result: Participation in meetings,
unusual interest in technical conference calls***



Specific Tactics: Social Media



Result: 9 comments

Conclusions

Low-tech, high-touch methods worked best.



- Local newspapers
- Email messages
- Get to know your stakeholders
- Networking



Conclusions

Outreach is not a cure-all.

- Outreach efforts achieved steady participation, useful stakeholder input, respectful dialogue...
 - *but one group still petitioned EPA under the Freedom of Information Act .*
- An active outreach program will not instantly overcome history of distrust.
- Do it anyway!



Conclusion: Some basic messages must be repeated.



See how your stakeholders see you.



Questions?

Michael Boyd

USEPA Radiation Protection Division

Email: boyd.mike@epa.gov

Tel: 202-343-9395

Tony Nesky

USEPA Radiation Protection Division

Email: nesky.tony@epa.gov

Tel: 202-343-9587