Stakeholder Identification & Involvement on Perchlorate Issues

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I P S C

Thomas Jefferson
(in a letter to William C. Jarvis, 1820)

"I know of no safe depository of the ultimate powers of the society but the people themselves; and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion by education."

WHAT IS A STAKEHOLDER?

"...those who have a stake in EPA's decisions. It includes but is not limited to the following categories: businesses, trade organizations, environmental organizations, consumer and health groups, recreational and educational groups, environmental justice groups, organized labor, federal, state and local governments, tribes and the general public."
(EPA Stakeholder Involvement Action Plan, 10/98 draft)

THREE LEVELS OF STAKEHOLDERS

- "CORE"
  - Representatives of all affected groups
  - Decision-makers
  - Can affect implementation
- INTERESTED PARTIES
- GENERAL PUBLIC

SFUND RECORDS CTR
47026

STAKEHOLDER PROCESSES
Level 1: Presentation

- PURPOSE:
  - To provide information OR "Here's what we are doing...."
- FORMAT EXAMPLES:
  - Fact sheet*
  - Web site*
  - Press release

  (*no feedback loop included)

STAKEHOLDER PROCESSES
Level 2: Review and Comment

- PURPOSE:
  - Input OR "We will tell you what we are doing and we want to know what you think."
- FORMAT EXAMPLES:
  - Open houses or meetings w/small group sessions or open discussion periods
  - Call for public comments
  - Fact sheet/Web site with response mechanism

STAKEHOLDER PROCESSES
Level 3: Advice and Consultation

- PURPOSE:
  - Provide information to receive advice on next steps or options that will meet stakeholders' needs
- FORMAT EXAMPLES:
  - Formal advisory committee
  - Multi-meeting involvement processes

STAKEHOLDER PROCESSES
Level 4: Negotiation & Consensus

- PURPOSE:
  - Mutual agreement OR "We have identified problems/actions/issues that may impact you...let's work together to reach agreement on solutions."
- FORMAT EXAMPLE:
  - (Facilitated) multiple meetings w/consistent representative participation

YANKELOVICH'S SEVEN STAGES: From Public Opinion to Public Judgment

1. Dawning Awareness
2. Greater Urgency
3. Discovering the Choices
4. Wishful Thinking
5. Weighing the Choices
6. Taking a Stand Intellectually and
7. Making a Responsible Judgment Morally and Emotionally

Perchlorate Issues

- Development of low-level detection method (April 1997)
- Lack of national survey of occurrence
- Uncertainties about:
  - validation of analytical method
  - efficacy of treatment technologies
- Limited toxicology database
- No existing data to evaluate effects on potentially susceptible populations or ecological systems

Perchlorate Issues Stakeholders

- Individuals in confirmed occurrence areas
- Five tribes along Colorado River
- Elected local, state, and federal officials
- Local, state and federal regulatory agencies (public works, health and environmental quality)
- Water suppliers
- Citizen and environmental groups
- Media

Perchlorate Issues

Stakeholder Forum (Henderson, NV)

- Early discussions:
  - 2 days of presentations
    - occurrence
    - toxicology
    - ecological assessment
    - analytical methods
    - treatment technologies
  - 1/2 day for public session and discussion about future stakeholder involvement activities

Perchlorate Issues
Stakeholder Forum (Henderson, NV)

- Revised format:
  - still 2-1/2 days
  - discussion papers provided to participants before forum
  - presentation of information followed by Questions & Answers and facilitated discussion on the session topic
  - use of facilitators, ground rules, and overheads to record key points
  - glossary of terms provided at forum
  - last 1/2 day - expanded key points

Recent IPSC stakeholder involvement activities

- Launched EPA Web site on perchlorate
  - Includes latest version of discussion papers
  - Henderson, NV forum speakers' slides
- Increased number of agencies on IPSC
- Stakeholder forums in Salt Lake City and Phoenix (August 1998)
- Formation of Outreach & Communications subcommittee
- Planning for external peer review meeting (February 1999) in Ontario, CA

Lessons Learned

- Perchlorate will continue to be an issue
- IPSC has improved communication and coordination within/between agencies
- Stakeholders want to be involved early with issues that may impact them
- Effective stakeholder involvement takes resources: staff, time, and money
- Stakeholders have had an impact on the process and are willing to invest their resources

IPSC Member Web Sites

- USEPA Office of Water:
  - www.epa.gov/ogwdw000/ccl/perchlor/indexkeep.html
- U.S. Air Force:
  - www.wpgate1.wpafb.af.mil
  - www.aleq.tyndall.af.mil
  - www.brooks.af.mil/HSC/AL/EQ/prod13.html
  - www.afcesa.af.mil/AFCESA/CE-Magazine-Fal/story21.htm
- California DHS: www.dhs.cahwnet.gov
- Arizona DEQ: www.adeq.state.az