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DSW 138211

STLCOPCB4038168

Alliance
Communication

URS Greiner Woodward Clyde
A Division of URS Corporation

ST. LOUIS SAFETY COUNCIL RMP COALITION

A Proposal for Public Communications Support

Alliance Communication Inc.

URS Greiner Woodward Clyde

November 16, 1998

DSW 138212

Introduction

This document describes a conceptual foundation for a strategic plan to coordinate communications about the Environmental Protection Agency's Risk Management Plan (RMP) rule section 112 (r) for a coalition of St. Louis area industries, utilities and other organizations.

The proposal submitted by Alliance Communication Inc. and URS Greiner Woodward Clyde offers a seamless approach that strengthens credibility, targets key audiences, minimizes public concern, and enhances technical consistency.

The core program outlined here serves as the foundation for the plan.

Situation Analysis

The Environmental Protection Agency's Risk Management Plan requires affected facilities to make unprecedented public disclosures about chemical constituents, accident history and potential worst case release scenarios. The reporting deadline of June 1999 will cause many manufacturers and municipal organizations in the St. Louis region to submit detailed information within a relatively short timeframe. This could result in misinterpretation of complex data, a longer media shelf life as stories play out over days or weeks, and the inability to target key messages to important audiences.

By working together as a coalition to coordinate the timing of information disclosures, the wording of individual RMP plans, media and agency presentations, members enhance their ability to manage public perceptions.

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The goals of a coordinated RMP communication plan are to:

- Raise general credibility of coalition members and of St. Louis regional industry by ensuring consistent and accurate messages about RMP
- Shorten the media shelf life of the RMP story by releasing data jointly under the umbrella of the St. Louis Safety Council or similar organization
- Target messages to key audiences, including residents living near affected sites
- Coordinate media communications
- Review technical data developed by member sites to ensure consistency and raise credibility
- Manage eligible data so media reporters, citizens, and emergency responders can understand what is in the plans
- Inform the public about RMP requirements and the safe, responsible history of coalition members
- Strengthen relationships between coalition members, Local Emergency Planning Commissions, the Missouri Department of Natural Resource's ESP and TAP units, and others
- Enable flexibility to meet site and individual coalition member needs, while showing a united public front
- Set the stage for stronger long-term relationships between member facilities and their key audiences

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Key Tasks

The coalition's goals will be successfully reached by effectively implementing a number of key tasks, as suggested in the following core communications program. The Alliance Communication and URS Greiner Woodward Clyde:

- Develop a detailed timeline with technical review, copy writing and print deadlines, to meet the June 1999 compliance date
- Select a coalition spokesman and provide media/risk communication training, if needed
- Create appropriate brochures, Q&As, and other collateral materials
- Identify potential issues and responses for preliminary use by coalition
- Prepare ongoing responses to public inquiries and issues
- Review individual facility RMP plans for technical compatibility and rationalize differences in approaches
- Develop format for non-internet data management and submission
- Facilitate monthly meetings with coalition members
- Prepare media packets and LEPC communication tools
- Provide appropriate follow-up after RMP deadline
- Facilitate buy-in by MDNR and LEPC to endorse this approach
- Solicit additional coalition members for economies of scale and broadened consensus

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Project Management

Alliance Communication President Nancy Pollock will serve as Project Manager. Dan Oberle, Senior Scientist, of URS Greiner Woodward Clyde will be Assistant Project Manager. Both have extensive experience working with industry and other organizations in the region and are familiar with the requirements of EPA's Risk Management Plan and the related agencies and commissions.

Capabilities

Alliance Communication and URS Greiner Woodward Clyde offer a comprehensive approach to the coalition's coordinated RMP effort. The companies have unique qualifications that complement each other and add value to the final product. The team has a history of working with a lengthy list of chemical, pharmaceutical, power, mining, refining, natural gas, oil, petrochemical, automotive, municipal, and utility companies.

Alliance Communication works exclusively in the area of effective risk communication and community relations. The company has worked extensively with regional industries on Risk Management Plan preparedness and other risk-related issues.

URS Greiner Woodward Clyde Inc. provides professional planning, engineering, environmental, geotechnical and program management services through 150 offices and 6,000 professionals worldwide. URS Greiner Woodward Clyde has operated in St. Louis for over 40 years.

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Budget

The budget for the core program outlined in this proposal presumes a baseline of 10 coalition members. Fees for work described will fall within a $7,000 to $10,000 range for each member. That does not include outside vendor services, such as printing, which will be billed directly without added mark-up.

We anticipate that scope, schedule and fees will be refined in direct discussions with the coalitions.

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