Communication Plan for Stakeholder Engagement

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EPA Stakeholders

- Co-regulators from states, territories, inter-state commissions, and tribes
- Other federal agencies
- Publicly owned treatment works (POTWs)
- Environmental groups
- Public health organizations
- Other regulated entities
 Stakeholder Meeting on the Development of



Stakeholder Outreach	
Suggestions	
Suggestion	Description
Use Central or Western Meeting Venues	Identify non-East Coast venue for the next multi-stakeholder meeting to increase participation
Utilize a Variety of Channels	Obtain focused input from stakeholders in ways besides face-to-face meetings, such as online forums or a dedicated Web page

Email notification process; view

by-project; summary format

Develop implementation guidance simultaneously with criteria; allow

changes in projects online, project-

Seek Input on Implementation Guidance

Provide Convenient Way for

of Research Projects

Stakeholders to Learn Status

states to give input first, but not at the expense of other stakeholders

Stakeholder Meeting on the Development of New or Revised Water Quality Criteria

EPA's Timeline

- 2007 to 2010: Conduct/Complete Critical Research
- 2010 to 2012: Criteria Development
- 2008 to 2011: Implementation Issue Identification
- 2011 to 2012: Implementation Guidance Discussion & Development

Stakeholder engagement is appropriate during all aspects of this process.



Purpose of Communication Plan

- Keep stakeholders informed about progress
- Involve stakeholders at various stages to provide input, ideas, feedback, and review
- Ensure the credibility of the process
- Ensure the utility of the new/revised criteria to stakeholders

Stakeholder Meeting on the Development of New or Revised Water Quality Criteria



Outreach Goals Specific Outreach Goals for Development of New/ Outreach Component **Revised Recreational Water Quality Criteria** Research progress Communicate: Process, progress, and outcomes of criteria development Outreach ideas Seek Relevant data Input Policy aspects On: Implementation issues Implications of the research results (after Dec 2010) Process for criteria development Open Dialogue Policy & implementation issues For: Tools for implementation Request Outreach activities Feedback Draft criteria, implementation guidance, etc. Stakeholder Meeting on the Development of **\$EP** New or Revised Water Quality Criteria

EPA's Outreach to Date

- Oct.- Dec. 2006: Solicited stakeholder perspectives through conference calls & workshops
- Mar.- Jun. 2007: Expert Workshop attendees developed Report of the Experts Scientific Workshop on Critical Research Needs for the Development of New or Revised Recreational Water Quality Criteria (EPA 823-R-07-006)
- Aug. 2007: Released Critical Path Science Plan for the Development of New or Revised Recreational Water Quality Criteria
- Aug. 2007: Issued Criteria Development Plan & Schedule: Recreational Water Quality Criteria
- Feb. 2008: Held stakeholder meeting to provide progress update & allow input

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EPA's Outreach to Date (cont.)

- Spring 2008: Established email address (rec_criteria@epa.gov) for stakeholders to provide input or comments
- Feb. 2009: Co-hosted the Inland Waters Workshop with WERF
- Apr. 2009: Posted explanation of Consent Decree and Settlement Agreement documents
- Apr. 2009: Conducted the Research Forum
- Ongoing: Post relevant resources & documents to: http://www.epa.gov/waterscience/criteria/recreation/
- Ongoing: Maintain list of email addresses of interested stakeholders; use to notify of workshops & document availability



Communication Channels

- 1. EPA Web Page
- 2. Email
- 3. Meetings
 - Live
 - Virtual

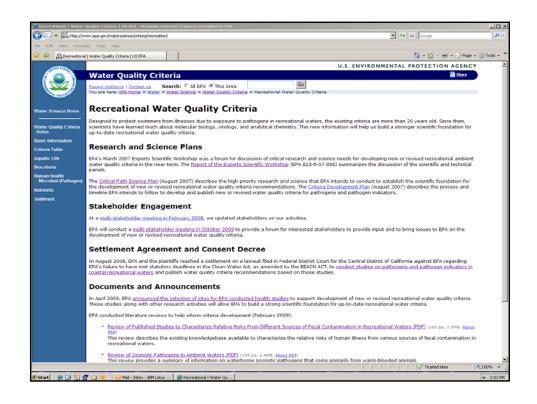
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EPA Web Page (1)

- Best source for information
- http://www.epa.gov/waterscience/criteria/recreation/
- Redesign planned to make information easier to find
 - Page will be organized for easier navigation
 - Project reports, literature reviews and status reports will be posted
 - Stakeholder meeting announcements and logistics & meeting presentations and summary will be posted
 - Link to register to receive email announcements from rec_criteria@epa.gov will be added
 - Link to send questions or comments to the rec criteria team will be added







Email (2)

- EPA's direct communication with stakeholders
- Designated EPA staff to monitor and respond to emails
- Periodic emails containing:
 - Summary announcement of available information
 - Notice of stakeholder meetings/web casts

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Meetings (3)

- Stakeholder Meeting in 2010
 - EPA will update stakeholders on progress made in completing studies and framing the issues associated with the development of the new or revised criteria and allow interested stakeholders to comment.
- Stakeholder Meeting in 2011
 - EPA will provide an opportunity for interested stakeholders to comment on EPA's evaluation, synthesis, summarization and statistical analysis of the studies and development of options for the overall structure and content of the recreational water quality criteria that EPA will publish in 2012.
- Following up on Implementation Issues 2011-2012v2



Web Casts

- EPA will conduct a web cast in early 2010 of some sessions from this meeting
 - Same presentation materials you are seeing today
 - Announcement and registration information:
 - Will be on the EPA web site
 - Will be sent to <u>rec_criteria@epa.gov</u> distribution list

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Questions

- EPA received several requests to provide a mechanism for "virtual attendance" for this meeting. Do you prefer future stakeholder meetings to be:
 - Face to face only?
 - Web cast only?
 - Face to face meeting with web casting capabilities?
- Should EPA piggy-back on other national meetings and conferences for future stakeholder meetings to help ease travel burden? If so, what meetings?
- Should EPA utilize other email distribution lists for announcements? If so, what group lists?

