

US EPA ARCHIVE DOCUMENT

Tools for EPA Teams

Sample Communications Plan

Summary:

- C Region 1 will send the FPA to each party for signature; ceremony may be scheduled Region 1, HQ and MA.
- C After the last signature by an EPA official makes the FPA official, Regional staff will contact all direct and indirect stakeholders and state contacts to inform them of final FPA and to thank them for their participation.
- C Headquarters management, with materials prepared by staff, will inform external interested parties (e.g., Congress, White House, etc) and internal senior management.
- C Headquarters staff will inform EPA internal staff and other interested parties from our database of usual contacts.
- C General public will be informed via a press release being prepared by OCEPA?

Audience	Message	Reaction	Communications Method	Priority	Assign	Due	Notify/ Work w/
ERP "Direct" Stakeholders	FPA is final, thanks for contribution.	Mostly Positive	<ul style="list-style-type: none"> C Call to most involved stakeholders C Follow-up by sending FPA, response to comments, FAQs 	High	Tom D'Avanzo /Anne Kelly	<ul style="list-style-type: none"> C Before final signature C W/in week after signing 	
ERP Commentors	FPA is final, thanks for contribution.	Positive to neutral	<ul style="list-style-type: none"> C Call to ??? C Follow-up by sending to <i>all</i> commentors the FPA, response to comments, FAQs 	High	Tom D'Avanzo /Anne Kelly	<ul style="list-style-type: none"> C Before final signature C W/in week after final signature 	

DRAFT -- September 30, 1999

Audience	Message	Reaction	Communications Method	Priority	Assign	Due	Notify/ Work w/
Press	EPA implements tenth XL project	Neutral	<ul style="list-style-type: none"> C Press release from HQ C Press release from R1 C Press release from MA? 	High	Chad Carbone Tom D'Avanzo Anne Kelly	Ready to issue day of final signature	Bonni Piper and Luke Hester (OCEPA)/ R1 Press office
Other Participants (Design Team?)	EPA implements tenth XL project	Positive to neutral	<ul style="list-style-type: none"> C C Web Home Page? 	High	?????	<ul style="list-style-type: none"> C Next meeting? C Web - day of final signature 	C web contractor
EPA Senior Staff (AAs, RAs, DRAs)	EPA implements tenth XL project	Positive	<ul style="list-style-type: none"> C Comment in Senior Staff Meeting, DRA Meeting? C Note from Lisa L to send profile? 	Medium	Lisa Lund	Meeting after final signature	
Members of Congress w/ ERP facilities	Inform you of EPA's action	Neutral to Positive	Letter to members forwarding copy of profile and FAQs	Medium	DRAs	W/in day after final signature	OCLA - Diane Hicks
White House	Inform you of EPA's action	Positive	Call to Keith Laughlin? and/or note to Katie McGinty with profile?	Medium	Lisa Lund	W/in day after final signature	

DRAFT -- September 30, 1999

Audience	Message	Reaction	Communications Method	Priority	Assign	Due	Notify/ Work w/
State Environmental Commissioner and Project contacts	Thanks for your support and participation.	Supportive	Letter/call to C MA Commissioner C Other contacts: ???	Medium	C ????	W/in day after final signature	ORSLR?
XL Design Team, Project Leads, EPA Internal	EPA implements tenth XL project	Neutral to positive	C Announcement in What's Up With XL C Web Home Page	Medium	Chad Carbone	C Next issue following final signature C Day of final signature	C Darlene Byrd C web contractor
Other parties interested in XL	EPA implements tenth XL project, explanation of final FPA	Neutral to positive	C Web Home Page C Fax or email profile to contacts on XL database C Note in next Pipeline issue????	Medium	Chad Carbone	C Day of final signature C W/in week after final signature C Next issue following final signature	
Anyone who inquires	Explanation of final FPA	Probably mostly positive	C FAQs and profile ready to distribute upon request C Web Home Page	Medium	Chad Carbone / Darlene Byrd?	Ready prior to final signature	