

US EPA ARCHIVE DOCUMENT

# Communication Plan for Stakeholder Engagement

Lisa Christ  
Standards and Health Protection  
Division  
USEPA



## 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  
New or Revised Water Quality Criteria*



## 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
Provide Convenient Way for Stakeholders to Learn Status of Research Projects	Email notification process; view changes in projects online, project-by-project; summary format
Seek Input on Implementation Guidance	Develop implementation guidance simultaneously with criteria; allow 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.

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



## 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

Outreach Component	Specific Outreach Goals for Development of New/ Revised Recreational Water Quality Criteria
<b>Communicate:</b>	<ul style="list-style-type: none"> <li>– Research progress</li> <li>– Process, progress, and outcomes of criteria development</li> </ul>
Seek <b>Input</b> On:	<ul style="list-style-type: none"> <li>– Outreach ideas</li> <li>– Relevant data</li> <li>– Policy aspects</li> <li>– Implementation issues</li> </ul>
Open <b>Dialogue</b> For:	<ul style="list-style-type: none"> <li>– Implications of the research results (after Dec 2010)</li> <li>– Process for criteria development</li> <li>– Policy &amp; implementation issues</li> <li>– Tools for implementation</li> </ul>
Request <b>Feedback</b> On:	<ul style="list-style-type: none"> <li>– Outreach activities</li> <li>– Draft criteria, implementation guidance, etc.</li> </ul>

*Stakeholder Meeting on the Development of  
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

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



## 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

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



## Communication Channels

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

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



## 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](mailto:rec_criteria@epa.gov) will be added
  - Link to send questions or comments to the rec criteria team will be added

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





Recreational | Water Quality Criteria | US EPA - Windows Internet Explorer provided by EPA

U.S. ENVIRONMENTAL PROTECTION AGENCY

## Water Quality Criteria

Search:  All EPA ☒ This Area

You are here: [EPA Home](#) > [Water](#) > [Water Science](#) > [Water Quality Criteria](#) > [Recreational Water Quality Criteria](#)

### Recreational Water Quality Criteria

Designed to protect swimmers from illnesses due to exposure to pathogens in recreational waters, the existing criteria are more than 20 years old. Since then, scientists have learned much about molecular biology, virology, and analytical chemistry. This new information will help us build a stronger scientific foundation for up-to-date recreational water quality criteria.

#### Research and Science Plans

EPA's March 2007 Experts Scientific Workshop was a forum for discussion of critical research and science needs for developing new or revised recreational ambient water quality criteria in the near-term. The [Report of the Experts Scientific Workshop](#) (EPA 823-R-07-006) summarizes the discussion of the scientific and technical panels.

The [Critical Path Science Plan](#) (August 2007) describes the high priority research and science that EPA intends to conduct to establish the scientific foundation for the development of new or revised recreational water quality criteria recommendations. The [Criteria Development Plan](#) (August 2007) describes the process and timeline EPA intends to follow to develop and publish new or revised water quality criteria for pathogens and pathogen indicators.

#### Stakeholder Engagement

At a [multi-stakeholder meeting in February 2008](#), we updated stakeholders on our activities.

EPA will conduct a [multi-stakeholder meeting in October 2009](#) to provide a forum for interested stakeholders to provide input and to bring issues to EPA on the development of new or revised recreational water quality criteria.

#### Settlement Agreement and Consent Decree

In August 2008, EPA and the plaintiffs reached a settlement on a lawsuit filed in Federal District Court for the Central District of California against EPA regarding EPA's failure to have met statutory deadlines in the Clean Water Act, as amended by the BEACH ACT, to [conduct studies on pathogens and pathogen indicators in coastal recreational waters](#) and publish water quality criteria recommendations based on those studies.

#### Documents and Announcements

In April 2009, EPA [announced the selection of sites for EPA conducted health studies](#) to support development of new or revised recreational water quality criteria. These studies along with other research activities will allow EPA to build a strong scientific foundation for up-to-date recreational water criteria.

EPA conducted literature reviews to help inform criteria development (February 2009):

- [Review of Published Studies to Characterize Relative Risks From Different Sources of Fecal Contamination in Recreational Waters \(PDF\)](#) (100 pp, 1.5MB, [About PDF](#))  
This review describes the existing knowledgebase available to characterize the relative risks of human illness from various sources of fecal contamination in recreational waters.
- [Review of Zoonotic Pathogens in Ambient Waters \(PDF\)](#) (109 pp, 2.4MB, [About PDF](#))  
This review provides a summary of information on waterborne zoonotic pathogens that come primarily from warm-blooded animals.

Recreational Criteria Stakeholder Meeting | Water Quality Criteria | US EPA - Windows Internet Explorer provided by EPA

U.S. ENVIRONMENTAL PROTECTION AGENCY

## Water Quality Criteria

Search:  All EPA ☒ This Area

You are here: [EPA Home](#) > [Water](#) > [Water Science](#) > [Water Quality Criteria](#) > [Recreational Water Quality Criteria](#) > [Stakeholder Meeting](#)

### Stakeholder Meeting on EPA's Development of New or Revised Recreational Water Quality Criteria

October 6-7, 2009 | InterContinental Hotel Chicago | Chicago, IL

[Purpose](#) [Agenda](#) [Registration](#) [Logistics](#) [Contact](#)

#### Purpose of the Meeting

This public meeting is designed to be a forum for interested stakeholders to provide input and to bring issues to EPA on the development of new or revised recreational water quality criteria. At this meeting, EPA will provide an update on the progress made in completing studies and framing the issues associated with the development of new or revised criteria. EPA will seek input on key issues and possible elements of new criteria and outline a plan to keep stakeholders informed as criteria development continues.




[Related Links](#)

- [Recreational Criteria Home](#)

[EPA Home](#) | [Privacy and Security Notice](#) | [Contact Us](#)

Last updated on Monday, September 14th, 2009.  
<http://www.epa.gov/waterscience/criteria/recreation/oct2009/index.html>  
[Print As Is](#)

## 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

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



## 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

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





## 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 [rec\\_criteria@epa.gov](mailto:rec_criteria@epa.gov) distribution list

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



## 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?

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

