



Public Involvement and Communications

Overview Today, more than ever, citizens expect a say in decisions that affect their lives. Furthermore, laws and regulations often require public participation, shared decision-making, openness, and public disclosure via town meetings, citizen advisory panels, and/or other forms of public forums.

- Jason Associates Corporation (Jason) helps clients respond to the demand for a public role in decision-making, particularly on controversial projects.
- Jason's communication specialists develop and implement strategic approaches, as well as public outreach and participation activities, that help negotiate controversy.
- Jason has extensive experience in designing and implementing public involvement and communication programs that help clients and their stakeholders work together to achieve legally defensible and mutually acceptable solutions.

Understanding the Issues

Federal and state agencies, city and county governments, educational institutions, and industry can make better decisions when they seek and incorporate public input. But, regardless of whether the decision to involve the public is by choice or required by regulation, strategic stakeholder analysis is the key.

Jason staff have designed and implemented public outreach and media relations programs ranging from simple brochures to complex community relations plans. Jason's award-winning staff can also develop effective, well-designed products for print or broadcast media, presentations, and the Internet. When designing these products/programs, several steps must occur to ensure the desired communication goal is met. Jason staff walk through this process with clients, helping them to: 1) identify target audiences and key message points, 2) select and design the appropriate outreach tools to transmit key messages to each segment of the audience, and 3) design and produce a communication product (selecting from the full range of products available, including brochures, fact sheets, newsletters, presentations, displays, exhibits, and videos). Jason communications staff can also design, write, edit, and illustrate technical reports, and have built effective strategies for using interactive multimedia products, such as CD-ROMs, DVDs, Internet home pages, and public information kiosks.

Jason also specializes in neutral group process facilitation, and has trained facilitators that work with groups to help them conduct effective meetings. Jason has extensive experience working with groups composed of people from diverse perspectives. Jason specializes in conducting collaborative processes to help groups achieve consensus.

Corporate Capabilities

Jason's public involvement and communications staff includes both junior- and senior-level professionals. Together, these staff members have successfully performed every task common to National Environmental Policy Act (NEPA) public involvement, and have provided the full spectrum of communications support including:

- Developing public participation plans
- Planning and implementing public meetings (ranging from formal public hearings, to conferences and informal workshops)

- Managing all meeting logistics
- Developing and conducting public opinion surveys (including data acquisition, analysis, and reporting)
- Designing public outreach and media relations plans in support of program objectives
- Convening advisory groups
- Managing comment-response documents
- Maintaining information repositories, mailing lists, and telephone hotlines
- Preparing communications products (such as brochures, fact sheets, newsletters, videos, press releases, public notices, and public service announcements)

Innovations that have been used successfully by the Jason public involvement staff include distributing copies of large documents on CD-ROMs to save on document reproduction costs and developing multimedia applications for interactive information kiosks for use at public meetings and shopping malls. The multimedia applications (available in a PC or Macintosh format) allow interested stakeholders to go to the depth of information they desire on any specific topic. This tool visually demonstrates and informs the public on the impact of a particular proposed action.

Experience Jason's communications group has provided public involvement and communications services for more than 10 years, and for more than 50 different clients including Federal agencies, state government, and private industry. Clients include the U.S. Department of Defense, Department of Energy (DOE), Forest Service, Park Service, Bureau of Land Management, and the Idaho Department of Health and Welfare.

Highly skilled technical analysts and effective public involvement is a cornerstone to Jason's success in meeting its clients' needs. During the last half decade, Jason's staff of public involvement specialists has provided public involvement and facilitation support for more than 10 environmental impact statements, and have supported more than 15 state government sponsored public involvement and communication initiatives. These projects have featured the use of focus groups, surveying techniques and small group facilities.

Selecting Jason Associates Corporation The Jason communications staff is eminently well suited and qualified to provide communications and public involvement support. Jason offers full-service communications support, and is ready to begin work immediately. Jason's staff of public affairs and communications experts, public participation and community relation specialists, facilitators, meeting planners, writers, editors, multi-media and web site developers, graphic artists, and media consultants is fully networked for maximum efficiency and fully equipped with PC and Macintosh multimedia and desktop publishing equipment and software to meet clients' needs.

Contacts For more information about Jason's public involvement and communications experience and skills, please contact Ernest Harr (eharr@jason.com) or Martin Letourneau (mletourneau@jason.com) or call (702) 251-8055, extension 208 or 217, with any questions you may have about Jason or our capabilities.

Highlights of Jason's Experience — Public Involvement Projects

Project	Client	Project Highlights
High Level Waste and Facilities Disposition EIS – Public Involvement	U.S. Department of Energy, Idaho Operations Office	<ul style="list-style-type: none"> Designed and implemented scoping and stakeholder involvement plans and programs Facilitated several public meetings, small workshops, and technical working groups
Southern Nevada Strategic Planning Authority (SNSPA)	City of Henderson, NV	<ul style="list-style-type: none"> Designed, managed, and served as the facilitator for a multi-party, consensus-based process to develop a 20-year strategic plan that addresses growth issues in southern Nevada Facilitated consensus approach mandated by state legislature Met ambitious schedule and created new working relationships among the entities involved
Idaho Child Care Program	Idaho Department of Health and Welfare	<ul style="list-style-type: none"> Coordinated public participation program to support development of recommendations for changes to ICCP, including facilitation of ten focus groups and 14 public meetings
Hanford Remedial Action EIS and Comprehensive Land-Use Plan – Public Involvement	U.S. Department of Energy, Richland Operations Office	<ul style="list-style-type: none"> Public involvement support to the DOE Richland Operations Office Prepared all public informational materials, such as "Dear Citizen" letters, scoping announcements, fact sheets, background information documents, briefings and meeting presentations, and supporting a toll-free telephone information hotline Designed and moderated eight scoping meetings
CERCLA and RCRA Community Relations	U.S. Army Corps of Engineers, Alaska District	<ul style="list-style-type: none"> Prepared community relations/public involvement plans and supported implementation of those plans in compliance with CERCLA and RCRA at various Federal sites including Fort Wainwright, the former Umiat Air Force Station, and the former Wildwood Air Force Station in Alaska; the Don Jennings Property Site and the Military Ocean Terminal, Sunny Point in North Carolina; and Fort Gordon Military Reservation in Georgia
INEEL Citizens Advisory Board	U.S. Department of Energy, Idaho Operations Office	<ul style="list-style-type: none"> Provide facilitation, administration, and logistical support for a citizen's advisory board chartered under the Federal Advisory Committee Act (FACA)
Eglin Gulf Test Range Supplemental EIS – Public Involvement	U.S. Air Force and the U.S. Army Space & Strategic Defense Command	<ul style="list-style-type: none"> Provided public involvement strategy development and facilitation support Assisted in convening stakeholder group to advise the Air Force and Army during development of the SEIS
Adult Mental Health Program	Idaho department of Health and Welfare	<ul style="list-style-type: none"> Conducted statewide survey regarding changes in mental health services for adults in Idaho
Community Involvement and Strategic Planning	City of Idaho Falls (Idaho) Downtown Development Corporation	<ul style="list-style-type: none"> Designed public involvement process, using consensus techniques, to include multiple parties and stakeholders in the development of a long-term strategic plan for the revitalization of downtown Created plan, facilitated a public meeting, and facilitated the Board of Directors through a series of workshops
Central Valley Project Regional Watershed Planning Workshops	Bureau of Reclamation	<ul style="list-style-type: none"> Designed and facilitated series of internal Bureau working group meetings, followed by public workshops to develop alternative conservation criteria in the Sacramento River Valley
Upper Snake Sage Grouse Local Working Group	Idaho Department of Fish and Game	<ul style="list-style-type: none"> Provide facilitation and administrative support to a grassroots group developing a plan to increase sage grouse populations

Highlights of Jason’s Experience — Public Involvement Projects (continued)

Project	Client	Project Highlights
Advanced Mixed Waste Treatment Facility – Public Involvement	BNFL, Inc.	<ul style="list-style-type: none"> Designed and began the implementation of an 18-year project to construct and operate a waste-treatment facility, including developing a detailed public involvement plan, working directly with stakeholders; and facilitating public meetings
Point Mugu Sea Range Environmental Impact Statement – Public Involvement	U.S. Navy	<ul style="list-style-type: none"> Designed and implemented all public participation activities associated with the project, including performing a community assessment; moderating public hearings; preparing comment summary, fact sheets, updates, press releases, and presentations; maintaining information repositories Trained Navy representatives in community relations and risk communication
China Lake Naval Air Warfare Station Land Use Management Plan – Public Involvement	U.S. Navy, Southwest Naval Facilities Engineering Command	<ul style="list-style-type: none"> Recommended public involvement activities for China Lake Land Use Management Plan and Environmental Impact Statement Conducted community assessment
Southeast Idaho Phosphorus Slag Community Relations	U.S. EPA, Region 10	<ul style="list-style-type: none"> Designed and coordinated all community relations activities for a project conducted by EPA Region X that targeted property owners throughout southeastern Idaho
South Fork Watershed Council Facilitation	South Fork Watershed Council	<ul style="list-style-type: none"> Facilitated formation of a grassroots citizen organization formed to develop coordinated strategies for management in the watershed of the South Fork of the Snake River
Risk Evaluation Consistency Team	U.S. Department of Energy, Richland Operations Office	<ul style="list-style-type: none"> Facilitated meetings involving tribes, regulators, citizens, and DOE program representatives aimed at achieving consistency in how the DOE Hanford Site evaluates relative risk across its programs for funding purposes
Las Vegas Valley Groundwater Management Advisory Committee	Southern Nevada Water Authority	<ul style="list-style-type: none"> Assisted in development of regional consensus on the establishment of a comprehensive groundwater management program for the Las Vegas Valley Aquifer
Water Quality Citizens Advisory Committee	Southern Nevada Water Authority	<ul style="list-style-type: none"> Provided public involvement and facilitation support to an advisory committee tasked with developing recommendations on how to protect and improve the quality of water in the Las Vegas Valley Watershed
Public Involvement for the Department of Energy’s Ten-Year Plan	Lockheed Martin Idaho Technologies Company	<ul style="list-style-type: none"> Designed and facilitated a large, contentious public meeting attended by an Assistant Secretary of Energy to address the Department’s long-range environmental restoration and waste management plans Facilitated a multi-site videoconference, which allowed stakeholders across the country to meeting with officials Provided planning and support for the public comment process
Integrated Resource Planning Advisory Committee	San Antonio River Authority	<ul style="list-style-type: none"> Facilitated a committee composed of representatives from a 32-county area in central Texas tasked with developing criteria to be used to evaluate alternatives to meet the region’s predicted water shortages in the next decade
Facilitation of Medicaid Reform Public Involvement in Negotiated Rulemaking	State of Idaho Department of Health and Welfare	<ul style="list-style-type: none"> Completed process design and facilitation of multiple parties in negotiated rule-making processes for statewide mental health, child welfare, Medicaid Reform policies, development of a community involvement plan, implementation of outreach initiatives