



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

REGION I

J.F. KENNEDY FEDERAL BUILDING, BOSTON, MASSACHUSETTS 02203-2211

February 13, 1995

Mr. Andy Stackpole
Department of the Navy
Environmental Office
Subbase - P.O. Box 39
Groton, CT 06349-5039

Re: Community Relations

Andy,

I'm writing to touch on a few community relations issues that are on the horizon for the environmental cleanup at the Naval Submarine Base in Groton, CT. Your group has made a lot of progress in the last year to improve community relations at the base, and I hope we can continue to work together to further improve on the foundation that you and Northern Division have forged. With the restoration advisory board up and running and a proposed plan on the horizon, it's a good time to discuss some areas that could be improved to garner more interest in the program.

One of the concerns we have relates to the lack of community participation thus far in the newly formed restoration advisory board at the base. DOD guidance on RABs specifies that the meetings be publicized, however, it is unclear to us how the subbase has advertised its meetings. The manner in which an effective press release or public notice is worded is crucial in determining how much attention these outreach efforts receive. The EPA has considerable experience in this area, and we stand willing to work with the Navy on these issues. For future meetings, please send us a draft version of the news release or public notice that you plan to send out to announce the meeting. Such review processes pertain to community relations documents as well as technical reports, and are outlined in the federal facilities agreement between the EPA and Navy.

I have enclosed examples of a communications strategy that Hanscom Air Force Base has followed to solicit membership on its RAB and also to announce upcoming meetings. Largely because of the base's efforts to publicize the events, an average of 35 community residents have attended the first two meetings at Hanscom. The subbase's technical review committee used to enjoy similar attendance a couple of years ago, so the current lack of participation is somewhat puzzling.

For the upcoming proposed plan, we recommend that a condensed, four-page fact sheet be put together in lieu of mailing the entire 16-page document out to everyone on the

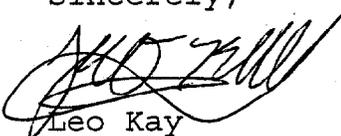


mailing list. A condensed version serves two purposes: it saves paper and it increases the chances that the document will be read. I have enclosed a fact sheet from Pease AFB that you can use as a model. As you can see, a provision is offered on the back page for those people wishing more information.

Finally, I encourage you to expand the site mailing list. Information on the base's environmental cleanup should reach more than the roughly 180 people who currently make up the site mailing list. There are a number of methods to use in increasing mailing lists, and the Navy should assess its particular situation in determining the best way to reach more people in the Groton area.

Once again, we are pleased with the attempts the Navy has been making thus far to improve its community relations program. I look forward to working with you in the coming months to improve the process, and understand that many of the suggestions raised in this letter could require additional resources to implement. If the public affairs staff is unable to assist in these projects, perhaps contractor support is available. Please do not hesitate to call me at (617)565-3423 or Kymberlee Keckler at (617)573-5777 should you wish to discuss any of these matters further.

Sincerely,



Leo Kay

Community Relations Coordinator

cc: Kymberlee Keckler, Remedial Project Manager
Mark Evans, Northern Division
Lt. Jim Brooks, Subbase PAO
Mark Lewis, CT DEP