



# Nevada Site Specific Advisory Board

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September 21, 2016

## **Members**

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*Navarro*  
Kelly Snyder, DDFO  
*U.S. Department of Energy,  
Nevada Field Office*

Ms. Kelly K. Snyder  
Deputy Designated Federal Officer  
U.S. Department of Energy, Nevada Field Office  
P. O. Box 98518  
Las Vegas, NV 89193-8518

SUBJECT: Recommendation for Communication Improvement Opportunities  
(Work Plan Item #10)

Dear Ms. Snyder,

The Nevada Site Specific Advisory Board (NSSAB) was asked to provide recommendations, from a community perspective, to the U.S. Department of Energy (DOE) on ways that DOE can improve/enhance communication to the public (i.e. presentations, open houses, documents, fact sheets). Interim suggestions from NSSAB Members were documented in the official minutes of each Full Board meeting.

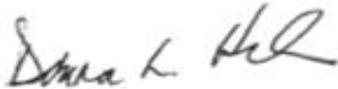
During fiscal year 2016, the NSSAB made the following recommendations for ways DOE can improve/enhance communication to the public:

- DOE should advertise NSSAB meetings/events on Pahrump Channel 46 and Clark County Channel 4.
- DOE should provide the NSSAB with an educational session on the national laboratories at the Nevada National Security Site (NNSS).
- DOE should invite town officials/representatives to NSSAB meetings/events when scheduled in their community.
- DOE should provide a clear bottom line earlier in work plan item presentations in order for the NSSAB to provide a more timely informed decision. Additionally, presentations should be structured differently by making it more focused for discussion by stating the activities that will be performed, estimated costs, and the estimated savings by using an alternate strategy.
- DOE should involve the NSSAB in more public involvement activities that reach larger audiences, i.e. radio and television interviews.
- DOE should hold more frequent and shorter NSSAB meetings in order to further involve the public.

- DOE should offer additional tours of the NNSS for local high school students.
- DOE should utilize more catchy phrases/events to capture the public's attention, i.e. "revisit of history" event during spring break at the Las Vegas sign.
- DOE should provide more promos on YouTube.
- DOE should utilize media outlets from the last NSSAB membership drive for future events as there was a tremendous response from the advertising.
- DOE should continue to enhance communications with generators and shippers regarding making prior arrangements with businesses in the communities for where the trucks should be parked and when they arrive, etc. This is in an effort to keep the public better informed.

The Board appreciates the opportunity to provide meaningful input to DOE on ways to enhance/improve communication to the public.

Sincerely,



Donna L. Hruska, Chair

cc: D. A. Borak, DOE/HQ (EM-3.2)  
E. B. Davison, DOE/HQ (EM-3.2)  
M. R. Hudson, DOE/HQ (EM-3.2)  
R. F. Boehlecke, NFO  
C. G. Lockwood, NFO  
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B. K. Ulmer, Navarro  
NSSAB Members and Liaisons