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RIC 2004

Emergency Preparedness - Session T10

Outreach to Stakeholders of Nuclear Power Stations

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Dominion Generation

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Purpose of Outreach

- To Develop Working Relationships that will Foster a Level of Trust that will Enhance a Response at a Time of Need
- Even Well Operated Facilities have had Continued Operations Challenged when Stakeholder Outreach Programs Fail



Eight Basic Principles

- 100% Honest and Forthright Communications
- Listen and Respond to Feedback
- Personable Contacts
- Accessibility
- Demonstrate Respect
- Do the Right Thing
- Do Everything to Run Safe/Efficient Facility
- TEAM Attitude (Put Yourself in Their Shoes)



100% Honest and Forthright **Communications**

- First and Foremost principle. Cornerstone of Trust upon which all Stakeholder Outreach is Based
- Takes Time to Build but can be Lost Almost Instantaneously
- Go Extra Mile to Inform Stakeholders so they may make Educated Decisions



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Listen and Respond to Feedback

- Solicit/Go after Stakeholder Feedback
 - ◆ Focus Groups, Questionnaires, Face-to-Face Meetings, etc.
- Follow-up Responses Absolutely Required



Personable Contacts (Put a Face on the Company)

- Various/Diverse Venues
 - ◆ Periodic Meetings (Group or one-on-one)
 - ◆ Elected and Appointed officials
 - ◆ Non-nuclear (all-hazards) Drill Support
- Company Point-of-Contact Stability
- Company POC 'Overlap' between Departments



Accessibility

- Encourage ready accessibility
- Office Walk-in, Home Phone, Pager, Cell Phone, etc.
- Senior Management, Public Information Managers, Emergency Preparedness Staff, etc.



Say Thank You

- Extra Effort is Required by Stakeholders
- Recognize Offsite Volunteers
 - ◆ Newsletters, Appreciation Dinners, Inexpensive Thank You Items for Training and Exercise Participation



Do the Right Thing **(Cost Responsibility)**

- Fair Treatment with Offsite Tasks and/or Expenses Incurred as Result of Licensee/Facility
- Company Assistance:
 - ◆ Emergency Plan Revision Preparation
 - ◆ Training



Do Everything to Run Safe/Efficient Facility

- Keep Stakeholders Informed
 - ◆ Plant tours
 - ◆ Newsletters
 - ◆ News Releases
 - ◆ Stakeholder meetings
 - ◆ Actual plant performance



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TEAM Attitude

- Create ‘Team’ Attitude Between Stakeholders and Facility (During an Event, It’s an Integrated Response)
- Humility and Collaboration (vs. arrogance and divisiveness)
- Common Vision and Goals
- Set Them Up for Success



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In Summary

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