

July 25, 2013

## **ALL AGREEMENT STATES**

### **INVITATION TO PARTICIPATE IN AN EFFECTIVENESS REVIEW OF OUTREACH AND COMMUNICATION EFFORTS ON THE SAFETY CULTURE POLICY STATEMENT TO THE U.S. NUCLEAR REGULATORY COMMISSION'S NUCLEAR MATERIALS REGULATED COMMUNITY (FSME-13-067)**

**Purpose:** The purpose of this letter is to inform Agreement States of the U.S. Nuclear Regulatory Commission's (NRC's) plans to conduct an evaluation of the effectiveness of outreach and communications activities on the Safety Culture Policy Statement for a portion of the nuclear materials regulated community and to invite interested Agreement States to participate\*.

**Background:** In June 2011, the NRC issued the final Safety Culture Policy Statement, which describes the Commission's expectation on safety culture for the regulated community. The Commission approved the plan that staff submitted in SECY-12-008, "Implementation Plan for the Safety Culture Policy Statement," dated January 19, 2012 (see <http://www.nrc.gov/reading-rm/doc-collections/commission/secys/2012/2012-0008scy.pdf> or through the NRC's Agencywide Documents Access and Management System (ADAMS) using accession number ML11334A103. In accordance with that plan, staff has been conducting communications and outreach activities to engage and educate the regulated community on the contents of the policy statement and the importance of a positive safety culture. Examples of activities include: development of educational tools (e.g., brochure, case studies, and pop-up displays) to enhance understanding of the Safety Culture Policy Statement; presentations at licensee and industry meetings, workshops, and other forums with stakeholders in the regulated communities; sharing the key messages from the Safety Culture Policy Statement with licensees during licensing and inspection meetings; and sharing information through newsletter articles and a generic communication to all NRC licensees and the Agreement State Radiation Control Program Directors. Similarly, Agreement States have conducted a variety of outreach and communication activities and made use of many of the tools described above. The implementation plan in SECY-12-008 also described plans to evaluate of the effectiveness of the outreach and communication efforts.

---

\* This information request has been approved by OMB 3150-0029, expiration 11/30/2013. The estimated burden per response to comply with this voluntary collection is approximately 8 hours. Send comments regarding the burden estimate to the Records and Information Services Branch (T-5F53), U.S. Nuclear Regulatory Commission, Washington, DC 20555-0001, or by Internet e-mail to [infocollects.resource@nrc.gov](mailto:infocollects.resource@nrc.gov), and to the Desk Officer, Office of Information and Regulatory Affairs, NEOB-10202 (3150-0200), Office of Management and Budget, Washington, DC 20503. If a means used to impose an information collection does not display a currently valid OMB control number, the NRC may not conduct or sponsor, and a person is not required to respond to, the information collection.

**Discussion:** The NRC continues to seek ways to engage with stakeholders, licensees, members of the public, and the international community to provide outreach and education on the Safety Culture Policy Statement. The NRC staff plan to conduct an evaluation of the effectiveness of outreach and communications activities on the policy statement for a portion of the materials regulated community. The results will be used to identify if any changes to current activities and/or any new activities related to outreach and communications are necessary and appropriate.

To support this evaluation, NRC will conduct a voluntary survey of all the licensees of the Office of Federal and State Materials and Environment Management Programs (FSME) and the fuel cycle licensees from the Office of Nuclear Material Safety and Safeguards (NMSS). In addition, all Agreement States are invited to participate and consider sending the survey to their licensees.

Using a survey approach for the evaluation allows for input to be solicited from a wide range of licensees in an efficient and consistent manner. The survey questions will focus on the communication and outreach activities conducted by the NRC and/or Agreement States who participate in the survey. Examples of topics to be covered include awareness of the Safety Culture Policy Statement and associated outreach activities, feedback on quality and effectiveness of communication tools and products, and suggestions for additional outreach venues, activities, and products. It is important to note that the survey will not seek any information to assess licensees' safety cultures or to evaluate their safety culture activities and programs.

The survey will be developed and conducted through an NRC contractor, LinkVisum Consulting Group (see <http://www.linkvisum.com/> for more information about the company). The contractor will design the survey and develop the questions based on input from NRC staff and Agreement State participants. The NRC staff will provide draft questions to Agreement State participants for their review and approval prior to distribution of the survey. The survey will be conducted online and designed so that respondents should be able to complete the information requested in about 10-20 minutes. The contractor will set up the survey website, but the invitations to participate will be sent directly from NRC to its licensees. Similarly, Agreement States interested in participating would be able to send the invitation directly to their licensees. The NRC staff will be available to assist interested Agreement States in developing and sending the survey invitations, such as providing sample letter content and assisting with mailings, as needed.

The contractor will collect and analyze the survey data and provide an analysis report to the NRC, including specific results for each participating Agreement State. Based on the survey results, the NRC staff may consider holding future public meetings/Webinars to further discuss survey trends and themes with the regulated community and stakeholders. The decision to hold such meetings will be discussed and coordinated with Agreement States who participate in the survey.

NRC staff recently held a kickoff meeting with the contractor to discuss the plans for this activity. The specific timeframe for the survey development and administration will depend on factors such as Agreement State participation and time needed for obtaining the necessary clearance

from the Office of Management and Budget (OMB). More specific information about timing will be provided to interested Agreement State participants as those details are developed.

We encourage you to consider participating in this activity. As noted, NRC staff, with contractor assistance, will conduct the majority of the activities associated with administering the survey. In addition, the NRC staff will obtain the necessary OMB clearance for conducting the survey and include any Agreement State participants in the scope of the clearance. Interested Agreement States will be able to provide input in the development of the survey content, receive specific results for their licensee community, and participate in additional follow-up activities.

NRC staff will provide periodic updates on this activity's progress during the monthly Organization of Agreement States (OAS)/Conference of Radiation Control Program Directors (CRCPD) teleconferences. The information collected from this survey will be useful in assisting the NRC and Agreement States in identifying additional outreach and communication opportunities on the Safety Culture Policy Statement as well as changes that may be needed to enhance current efforts.

If you have any questions on this activity, please contact me at 301-415-7278 or the contacts listed below. If you are interested in participating in the survey, please call or e-mail the contacts listed below by September 13, 2013.

POINT OF CONTACT: June Cai  
TELEPHONE: 301-415-5192

INTERNET: [June.Cai@nrc.gov](mailto:June.Cai@nrc.gov)  
FAX: 301-415-5955

POINT OF CONTACT: Cindy Flannery  
TELEPHONE: 301-415-0223

INTERNET: [Cindy.Flannery@nrc.gov](mailto:Cindy.Flannery@nrc.gov)  
FAX: 301-415-5955

*/RA/*

Deborah A. Jackson, Acting Director  
Division of Intergovernmental Liaison  
and Rulemaking  
Office of Federal and State Materials  
and Environmental Management Programs

from the Office of Management and Budget (OMB). More specific information about timing will be provided to interested Agreement State participants as those details are developed.

We encourage you to consider participating in this activity. As noted, NRC staff, with contractor assistance, will conduct the majority of the activities associated with administering the survey. In addition, the NRC staff will obtain the necessary OMB clearance for conducting the survey and include any Agreement State participants in the scope of the clearance. Interested Agreement States will be able to provide input in the development of the survey content, receive specific results for their licensee community, and participate in additional follow-up activities.

NRC staff will provide periodic updates on this activity's progress during the monthly Organization of Agreement States (OAS)/Conference of Radiation Control Program Directors (CRCPD) teleconferences. The information collected from this survey will be useful in assisting the NRC and Agreement States in identifying additional outreach and communication opportunities on the Safety Culture Policy Statement as well as changes that may be needed to enhance current efforts.

If you have any questions on this activity, please contact me at 301-415-7278 or the contacts listed below. If you are interested in participating in the survey, please call or e-mail the contacts listed below by September 13, 2013.

POINT OF CONTACT: June Cai  
TELEPHONE: 301-415-5192

INTERNET: [June.Cai@nrc.gov](mailto:June.Cai@nrc.gov)  
FAX: 301-415-5955

POINT OF CONTACT: Cindy Flannery  
TELEPHONE: 301-415-0223

INTERNET: [Cindy.Flannery@nrc.gov](mailto:Cindy.Flannery@nrc.gov)  
FAX: 301-415-5955

*/RA/*

Deborah A. Jackson, Acting Director  
Division of Intergovernmental Liaison  
and Rulemaking  
Office of Federal and State Materials  
and Environmental Management Programs

**Distribution:**

DILR R/F  
FSME R/F  
DMSSA R/F  
C. Flannery, FSME

S. Morrow, OE  
C. Morell, NMSS  
M. Diaz, NMSS  
A. Jackson, OAS

E. Fordham, CRCPD  
RSAOs  
RSLOs

**ML13198A325**

<b>OFC</b>	ILB/DILR	ILB/DILR	ASB/MSSA	DILR
<b>NAME</b>	JCai	KO'Sullivan	DWhite	DJackson
<b>DATE</b>	7/17/13	7/22/13	7/25/13	7/25/13

**OFFICIAL RECORD COPY**