



Department of Energy
National Nuclear Security Administration
Nevada Field Office
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OCT 17 2016

Steve Rosenbaum, Chair
Nevada Site Specific Advisory Board
232 Energy Way
North Las Vegas, NV 89030

**RESPONSE TO NEVADA SITE SPECIFIC ADVISORY BOARD (NSSAB)
RECOMMENDATION FOR COMMUNICATION IMPROVEMENT OPPORTUNITIES
(WORK PLAN ITEM #10)**

The Nevada Field Office (NFO) appreciates the NSSAB's recommendations on ways to enhance/improve communications to the public.

Below are the Board's recommendations and the NFO's responses:

- **NSSAB Recommendation:** DOE should advertise NSSAB meetings/events on Pahrump Channel 46 and Clark County Channel 4.

NFO Response: This recommendation will be considered during future event planning and execution.

- **NSSAB Recommendation:** DOE should provide the NSSAB with an educational session on the national laboratories at the Nevada National Security Site (NNSS).

NFO Response: A briefing on the national laboratories at the NNSS was included in the National Nuclear Security Administration-focused tour held on December 15, 2015.

- **NSSAB Recommendation:** DOE should invite town officials/representatives to NSSAB meetings/events when scheduled in their community.

NFO Response: The NFO has implemented this recommendation and will invite town officials/representatives to meetings held in rural communities.

- **NSSAB Recommendation:** 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.

NFO Response: This recommendation has been implemented by communicating with presenters during internal planning meetings for all briefings given to the NSSAB.

- **NSSAB Recommendation:** DOE should involve the NSSAB in more public involvement activities that reach larger audiences, i.e. radio and television interviews.

NFO Response: This recommendation will be considered during future event planning and execution.

- **NSSAB Recommendation:** DOE should hold more frequent and shorter NSSAB meetings in order to further involve the public.

NFO Response: This recommendation has been implemented in the fiscal year 2017 planning.

- **NSSAB Recommendation:** DOE should offer additional tours of the NNSS for local high school students.

NFO Response: The NFO will work with local high schools to provide tours of the NNSS for students upon request.

- **NSSAB Recommendation:** 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.

NFO Response: This recommendation will be considered during future event planning and execution.

- **NSSAB Recommendation:** DOE should provide more promos on YouTube.

NFO Response: The NFO is planning for future opportunities for more promos on all social media avenues, including YouTube.

- **NSSAB Recommendation:** DOE should utilize media outlets from the last NSSAB membership drive for future events as there was a tremendous response from the advertising.

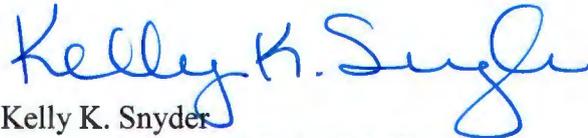
NFO Response: This recommendation has been implemented in events, such as, the Groundwater Open House.

- **NSSAB Recommendation:** 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.

NFO Response: The NFO will continue to communicate with generators and shippers regarding this item.

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The NFO has found these recommendations to be very valuable in communicating with the public and look forward to receiving your feedback on communication enhancements in the upcoming fiscal year.



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NFO Read File