

**Meeting Notes**  
**WRAP Communications Committee**  
Marriott City Center, 220 South State Street, Salt Lake City, Utah

Monday, October 13, 2003: present: Al Zemsky, Barry Aarons, Dan Clark, Karen Deike, Jan Miller, Pat Murdo, Cyra Cain, Kathy Van Dame, Lisa Riener, Don Arkell, Carl Bowman, Judy Rocchio, Brad Bissey (via speakerphone)

1 p.m. Greetings, Review Agenda, Approve Minutes of April 1-2, 2003 15 min: Agenda stands, minutes approved

Speakers' Bureau Update (Barry Aarons and Pat Murdo) 60 min

Our original purpose was to provide general outreach about the WRAP and the regional haze rule process. We have not provided many speakers to community groups (service organizations, associations) because some states were not comfortable with that level of WRAP involvement (they wanted to be more in control). If we want a "grass roots" approach, we need more people and state support, if we want to enlist target groups, WRAP members could probably handle these contacts.

Questions: Is community leader outreach something we still want to do? The committee feels it is. Very few "outsiders" know what the WRAP is and is about, and presents a hurdle when regional haze issues and WRAP's role come up.

If the state isn't interested, should we provide outreach anyway on our own? A good issue we can counter the impression that WRAP is "imposing" itself on the states. At the same time, we need to be aware of the individual states' positions so as to support their process. Also, speakers can highlight the WRAP as a collaborative problem solving group.

Do we want to target just those states represented in this room? If so, we all need to make a commitment for some number of speeches. If we do it from a central location, we need to hire someone. However, we can make our own contacts (letter and follow-up) to local groups. The other option is to recruit folks to give the speeches. If we want to target some states for speeches, we need to do "homework" in getting presentations together, handouts, meeting rooms, etc. As we move into §308, states may well be acting more independently, and WRAP may not act on all issues (the states, tribes and agencies may not agree with each other). Marketing the talks should use a hook to get interest (forest fires, visibility, etc.). We need to establish target communities/policy makers/legislators, then get contacts and make speaking engagements.

Is there a conflict for federal members? It is appropriate for them to inform the public about the WRAP, as a member of the WRAP. Land managers are well-situated to can reach local communities and visitors. We can prepare materials for NPS and other land managers' employees to use, perhaps with a non-federal co-host...

There is not a lot of "grass roots" interest in the §309 SIP in Utah, where the SIP is about done. However, WRAP's collaborative approach has and will be invoked in other air issues as well, and supports a recruitment message as well.

To date, our "market penetration" has been slight. Now we're at the point of providing support to the state air directors for meetings, technical information, etc. As we begin to address §308 states, there is still room to provide basic outreach. As we do, we should defer to state desires and needs, and especially reach out to the tribes.

Action items: In the next month, Barry A. and Pat M. will draft a letter from Communications Committee chairs and personal follow-up to state air managers offering generic information (including availability of material on the web), recruitment of private sector participation, how can we coordinate our outreach efforts (or at least get consent). Pat will provide response feedback to the committee. Judy R. will work

with Chris Shaver for a parallel/coordinated NPS effort. Suggest a similar process for the tribes working through the Tribal Caucus to be explored at our joint meeting later this afternoon...

#### Planning Team Update: Work Plan review (Dan Clark) 15 min

Dan C. began with a big thanks to Jan Miller for setting up the budgeting (this has saved him a lot of work!). We have funding for specific projects (below), and should have the money to do what we need to do. Thus our focus should be deciding if these projects are what we need to do:

- expanded publications: the WRAP Sheet is "working" and we don't anticipate additional expenses. Info sheets are downloadable, and generally states do the fine-tuning and printing (there are some expenses for layout, ~\$500/piece)
- updating presentation materials: The slide show updating continues, pictures are available on the website to download, and others are welcome to submit images (good news, bad news, and "action" shots are welcome, a \*.jpg format is fine). Funding to put our presentations on other media (VHS, 35mm) is not necessary since we don't want uniformed "speakers" popping in a tape and standing idly by. The need for a children's' handout on regional haze was introduced, but discussed in the "handouts" agenda item.
- speakers' bureau: we can support attendance at meetings and symposia to get the WRAP message out with some funding for non-federal members.
- assisting other fora and running public meetings: we haven't needed this in the past, but we should be ready, as it is a service we have offered.
- webpage maintenance: things have been going much better, archives are available, no major overhauls/new expenses planned

#### Handouts: a review of current materials (Pat Murdo) 15 min

Pat distributed handouts on smoke and on AP<sup>2</sup> for the committees review. States have requested and been pleased with the handouts to date, but we need to let the fora know we can help with handouts. The handouts are not up on the web page's presentation material page, some are on the fire page, the tribal page, and elsewhere. The committee decided we need an "info sheet" index page somewhere (to be discussed tomorrow).

Logos on the handouts led to a discussion of the WRAP logo, and this committee's work in designing it. We feel this committee should maintain its responsibility. A working group to address the three currently used logos: the black-and-white logo, the color logo as it appears on the web page, and the "short" version saying "WRAP" (instead of Western Regional Air Partnership) as long as it appears with the explanatory text. Karen D. will draft a memo, and the results will appear on the Communications Committee web page.

Children's' handout: Lisa R. will send Pat M. a sample children's' handout to work the WRAP message into. Committee members noted that even though designed for kids, the material also is read by parents. We should introduce this handout via education associations so that it can be worked into curricula. We'll target elementary school level.

#### State Meetings: a review of public meetings/handouts for §309 states; potential for assisting §308 states (Jan Miller) 60 min

The 5 states doing §309 started with preliminary public involvement. States are using their websites to get material out to the public. Utah not only has the new proposed rules but also their technical support document and other related documents (smoke management, emission goals). Other (non-SIP) recommendations of the GCVTC are in a separate report to the public and EPA.

New Mexico's draft SIP is done, they will have a 3-day hearing, and then the board will make their determination/approval. Wyoming just did public meetings; it and Arizona will have hearings in November. States are trying to keep their responses and wording similar (but they'll never be identical). §309 states have been holding regular conference calls to coordinate their efforts.

In going out for public comment at meetings, UT likes to take just the material under consideration to avoid confusion. However, earlier public meetings are more education-oriented, and other materials are

valuable. For §308 states, the educational needs will be greater since their strategies must demonstrate reasonable progress (a “given” for §309 states). The sooner this information is available in the planning process, the more valuable it is. The §308 working group is trying to develop a SIP template and incorporating the WRAP work as it becomes available. As for a complete task there should be an educational component (fact sheet, Q&A, etc.). Karen D. will contact Patrick Cummings, Bill Grantham, Tom Moore and Lee Alter to remind them to get the educational materials developed.

Joint Meeting: Tribal Caucus (Bob Gruenig) 60 min: the Communications Committee was joined by Gov. Frank Vallo, Bob Gruenig, Bill Grantham, Stanley Paytiamo, Lori Kohn, Xavier ?, Kesner Flores, David Jones, Julie Simpson, Tom Moore

At their tribal technical and policy workshop the Caucus got a few more tribes involved. Two CD’s (tribal EE and PP policies) have been distributed that allow tribes to pull up material as they need it.

NTEC will attend 2 tribal meetings in Alaska coming up (Dec & Feb), including meetings with village elders. The Caucus invited a Communications Committee member to come along and meet village elders to discuss WRAP. Dan may be able to participate

Tribal caucus has lost a lot of staff the past year, and can not dedicate someone to Communications Committee now, but will stay involved. Bill G. is also leaving NTEC to work for EPA; Bob G. will take over Air Director position at NTEC, they will backfill Bob’s position early next year. NTEC is hiring a Communication Director, and should fill the position very soon, and this person will work on the WRAP Communications Committee. Bob

NTEC intern analyzed actual tribal participation on WRAP last summer. The new NTEC communications person will finalize and release this report to be used for outreach to tribal councils and leaders.

The Caucus has prepared a guidance document for tribes (not a template) to brief them on §309, it will eventually be posted on the web. There will also be a presentation on tribal resources. Training on the tribal emission inventory program is expected early next year (pilot testing is this year).

The last issue of the WRAP Sheet wasn’t put into a \*.pdf file. Bob pointed out that the \*.pdf version does look better to hand out at meetings, so we will make that available (Brad B. can do the layout).

One-page handouts: The final fire handout and AP<sup>2</sup> handouts were distributed, as well as our plans to have a clear link on the web page to download handouts (copies will be sent to Bob G. by Monday for a meeting he has coming up). Cyra C. also pointed out that the handout index will also be available for tribal handouts. Reorganizing the (very large) Tribal Resources page will be the responsibility of the new NTEC communications person.

For the Communications Committee speakers’ bureau survey, we discussed a letter going out to tribes about WRAP, member recruitment, and how we can weave our efforts into theirs, as outlined in the Speakers’ Bureau discussion above. The Caucus decided Governor Vallo would sign the letters to tribal chairs and cc the tribes’ environmental departments. Pat M. will send Bob G. the draft of the letter. Upcoming tribal events needing WRAP outreach include annual regional EPA/tribal meetings, NCAI in November, perhaps work with All Indian Pueblo Council, Pacific Northwest (PINTAN), ATNI, Intertribal Council of AZ meets quarterly, these events should be on the common area of the NTEC website.

Al Z. reiterated our concern with ensuring communication with tribal members and we’re eager for feedback on how we can do a better job.

5:00 Adjourn

7:00 Committee and Caucus members met for a massive dinner at Radissio’s Brazilian Barbeque after an enjoyable stroll through the city.

Tuesday, October 14, 2003: present: Al Zemsky, Dan Clark, Karen Deike, Jan Miller, Pat Murdo, Cyra Cain, Kathy Van Dame, Lisa Riener, Don Arkell, Carl Bowman, Judy Rocchio, Tom Moore, Brad Bissey (via speakerphone)

WRAP Website: online look at the current site (Cyra Cain and Brad Bissey) 60 min

Brad B. went over website visitation statistics, the site is getting consistent use after our transition to the new site at about 10-12,000 pages/month. The graphic on the handout does not include statistics for the old website, which was still in use during January-February, and the high in April reflects migrating files to the new site, and some publicity. Visits reflect unique IP addresses (so a visit through a network may or may not generate a separate user). Search engines are entering the site and successfully finding useful information. Since our server is Unix-based, it is much less susceptible to hackers. Bottom line is that the website is being used as planned.

We discussed the website's utility - does it do what we want it to do? Brad B. has been getting good feedback, as has Judy R. Jan M. asked about links to §309 states, which are there and linked. The "§309 Implementation Material" page is getting (too?) long as materials are completed. Suggestions include providing a bit of background on what the information is for (i.e., "What is §309?"), followed by the index of materials. Links to relevant fora should also be included. Karen D. volunteered to work with Tom M. to rework the page and report back to the committee. Files should be posted in \*.pdf if possible (it isn't for all files, like \*.xls), so formatting isn't lost in downloading to other programs (i.e. MS Word), and since some are official reports. It easier for Brad to receive the \*.pdf file from originator since differences in computer resources mean Brad may not be successful in generating the file properly (this preference will be added onto the document submission form page), and he may not be aware of all the format nuances that have gone into its preparation. Files in other formats (Word, WordPerfect) are available from Tom M. if states or tribes want to modify them, and the rewritten §309 page will include directions to contact him. Overall, Brad B and the subcommittee's priorities are to get the documents up, and as rewrites are developed they will be submitted to the web subcommittee and full committee for approval.

Brad will add the Acrobat reader download link to the site under "WRAP is staffed by..."

We also discussed the permanent archiving of documents: some basic support documents (like inputs for the modeling center) are very large (hundreds of GBs), but need to remain available at least until the next SIP revisions so that EPA, states and tribes can reference them in developing, reviewing and revising STIPs. Tom M. suggested that since the Technical Support Document is quite exhaustive already, requests for this kind of documents could be routed to a real person (although the process will be clarified in the web page rewrite). As the modeling centers develop in Riverside and Fort Collins, links for greater information about regional haze will be available. There are legal contracts requiring the modeling centers to keep all of our material. For the documents themselves, a quality management plan will be written per EPA guidance giving a roadmap of where documents actually reside. Lee Alter & Tom M. will be working on this issue.

Based on yesterdays discussion, we need to add a "fact sheet" (*not* "handout") button on the left column to provide access to "one-pagers." We also identified the need for other fact sheets (§308 & §309, the market trading program, etc., Carl B. will work with Tom M. to develop a full listing ASAP). Pat M. will work on developing a template for these fact sheets so that we have a pleasing and recognizable layout. The left side links of the web page are largely organizational now, but at the end of the year, WRAP will move beyond this stage, as 5 regional haze plans go into place as SIPs. We need to consider adding "§309/plans in place" and "§308/plans under development" type categories. The web subcommittee will develop a proposal for the committee's review with Tom M, Lee A. and Bob G.

We explored the need for a contact and WRAP participant database(s), right now the responsibility is with committee chairs to know who their people are. A central database of WRAP participants could make some outreach and notifications easier. Although the WRAP Sheet e-mailing list is used, its completeness is unknown. WGA has access to software ("Graphic Mail," by subscription) to check

mailing lists (duplicates, responses, etc.), bit only works for e-mail. WRAP staff will investigate the lists on hand and report back to the committee on workable options.

“The WRAP Sheet”: Convert from bimonthly to quarterly? Focus changes moving from 309 to 308 issues? (Carl Bowman and Subcommittee) 30 min

There were problems with the distribution of the last issue of The WRAP Sheet (at least Jan M. and Judy R. didn't get it). Problems were the result of a “worm issue” in the WGA computer system. Our e-mailing list currently has about 500 addresses.

In discussing the frequency The WRAP Sheet publication, we discussed a “floating” schedule driven by events like the WRAP Board meetings. However, these events are busy times, and event driven publication could get lost in the shuffle. A more regular schedule makes it more routine to keep it up. Although the committee is comfortable with a quarterly publication schedule, and an absence of “events” shouldn't be a problem. We don't necessarily need to have a long issue, and we generally have more article ideas than we finally use, so there is enough information to draw on. We do need to ensure balance of tribal and state info, and so with Bill G. leaving NTEC, we need to give Bob G. plenty of lead time to produce tribal materials.

Many issues (market trading, fire emissions, road dust) leading to §309 STIPs required a lot of technical work. Although some new work of this kind will be needed for §308, we should expect to be covering more policy rather than science decisions in the future.

The current system hasn't been missing any “big news” the Committee is aware of. Next issue article ideas include: WRAP's role tracking emissions for the SO<sub>2</sub> milestones (the Emissions Data Management System will provide tracking data yearly), introduction of new fact sheets as they become available on the web page. We will resume preparing \*.pdf versions of the issues for promotional use.

Brad B. should have all of our old issues loaded on web soon.

Break

Liaison with Forums/Committees: status and how to enhance committee productivity (All) 30 min

The In & Near Forum is (still) nearing completion of both emission characterization projects, the In & Near and the Inside Class I areas. These will be loaded onto the web so users can select areas and use a map to view/download emission data. The information will also be used to select a gateway community demonstration project/workshop. Options include Springdale & Zion NP, UT, and Three Rivers & Sequoia NP, CA.

The Fire forum has produced a lot of material; Tom M. asked if our committee should reach out to them regarding communication needs. This led to a discussion of the outreach from the various workgroups regarding their products. If it is a report they have contracted, they should ensure the subcontractor prepares a suitable summary. In some cases (generally technical information created for a WRAP audience) communications seem to be good. However, outreach to the general public is more problematic. Posting of meeting and conference call announcements has been good, but a list serve like the contacts and WRAP participants database discussed earlier would allow a more affirmative notification (even though meetings are rather technical). Meeting minutes also need to be posted, and our committee is available to assist others.

In addition to fire other fora have produced valuable products that we should be disseminating. For example, Stationary Sources will be looking at BART, the TOC will be issuing their sources of haze report, allocating of sources emissions, and the Dust Forum will be getting started determining natural vs. anthropogenic. The Board meeting and WRAP budget should show where the biggest concerns will be. Need to determine the audience for each of these big issue and their timeframes (in progress, complete, when, etc.) to determine what messages need to get out to whom. By late 2006, the §308 states will be taking WRAP's work to start developing their own SIPs. Each year there are a few issues (important, large funding) in the workplan that the Communications Committee should take a lead for

disseminating the info. We should work with the fora in informing the public - we don't want to be publicizing internal drafts, but at the same time, once public involvement is needed we have the expertise they need.

Carl B. will work up a complete list with Tom M. and Lee A. so the committee can begin addressing these issues before year's end.

#### Recruitment Needs for Communications Committee (All) 30 min

Recruitment is a continual, but thorny issue. Al Z. will be working with Bob G. to name a tribal co-chair to ensure their informational input, perspective and needs. Lisa R. is already involved in both our committee and tribal issues, and is willing to serve as interim co-chair pending board approval (at least until the tribal caucus and NTEC get re-organized). We need to check our existing tribal members as to their continued availability, and recruit more active members (participating, even if they can't attend all the meetings).

Lori Fussel (307 733 9745) of Jackson Hole, WY and Yvonne Hunter of Arizona Public Service Co., AZ will probably be joining our committee as private sector members, pending board approval. We should remember the procedures for membership approval by the Committee chairs and WRAP Board approval - membership is not automatic. The chairs have had informal meetings to interview candidates. We should request a 1-year commitment at least. There is some flexibility in funding, but travel is often an issue for small non-profits, businesses, etc., and equity issues are surfacing regarding WRAP's reimbursement policies.

Pat M. has a list of other potential member sources, that the committee added to, including: American Lung Association, American Ski Association, National Parks and Conservation Association, snowmobile associations, the Greater Yellowstone Coalition, off-road associations, Audubon Society, Sierra Club, Point Reyes Bird Observatory, and a state representative from a §308 state (besides Cyra C., who's already overwhelmed with her excellent work on the web page). Don A. noted that we need to stress any direct link of our communication efforts to their business/industry to ensure their interest and possible participation.

Ruth McCormick has asked to be withdrawn from the committee, and Dwayne Arrino has not been active for quite a while.

#### Recap and Action Items (Carl Bowman and All) 15 min

Next meeting: Alaskan tribes want to be involved (there are 200) and education is a big issue for them. If our next meeting is in a §308 state it may help to attract participation. We may also want to consider a non-urban locale in a Class I area (Judy R. suggested the Pacific Northwest).

Noon Adjourn