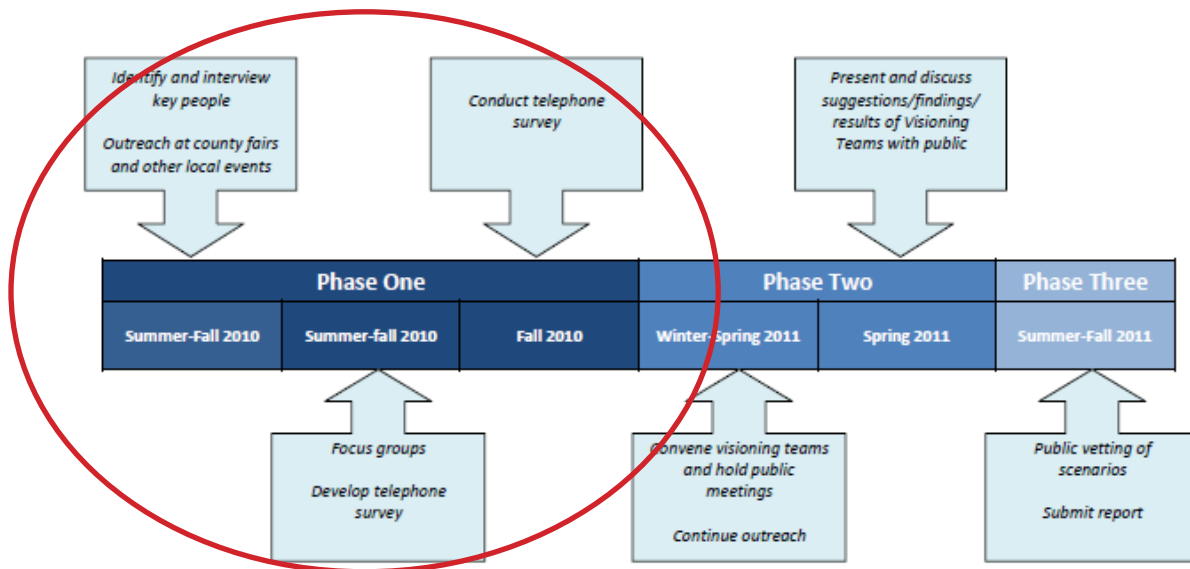


CHAPTER 3 PHASE ONE

PORTSfuture was designed in phases to ensure a comprehensive approach to public outreach and engagement. Phase One of the project focused on outreach activities that included gathering data and opinions from specific individuals, groups, and the general public. This phase was critical in that it increased public awareness about the project and began productive discussion about the future vision for the PORTS site. The activities included identifying important stakeholders, engaging the public, and gathering essential opinion data. The activities in Phase One were designed to accomplish the following objectives:

1. Gather historical information from key individuals;
2. Engage stakeholders and the general public in dialogue about PORTS; and
3. Recruit individuals to participate in the future use visioning process.



STAKEHOLDER IDENTIFICATION AND ENGAGEMENT

This phase began by identifying key stakeholders from the four counties who would be able to provide historical insights about the PORTS facility. The project team identified a small group of stakeholders from the media content analysis and each were invited to be interviewed about their knowledge and expertise related to the site. These stakeholders not only provided valuable

information about the site, they also identified other key informants who were not initially identified by the project team.

Eight interviews were conducted in June and July 2010 with individuals from a variety of backgrounds, including: current and former plant employees, local elected officials, local environmental activists, and economic and community development organizations. Semi-structured interview guides were developed to explore the following issues: connection to the plant, current involvement with the plant, community perceptions of the plant, credible sources of information about the plant, communication channels used to access information about the plant, and current community priorities.

The semi-structured guide (see Appendix 3) standardized the questions for all participants, but also allowed the researchers the freedom to probe further when more clarification was needed. All interviews were conducted face-to-face, lasted between 30 and 60 minutes, and were audio-recorded following consent from the participants. One of the authors and at least one other individual were present at all of the interviews. The audio tapes were transcribed and only the researchers had access to identifiers for each of the interviews. Transcripts of the interviews are available in Appendix 4, in accordance with Ohio University Institutional Review Board protocol; all statements that could identify the interviewees have been removed to ensure anonymity. In addition, some of the responses from the key informant interviews are presented below in the context of community-based participatory research.

One of the most important outcomes of the key informant interviews was a more thorough understanding of the technical, societal, and political issues surrounding the plant. Most of the interviewees have been involved or associated with the plant for many years and shared many concerns related to the economic and environmental conditions connected to PORTS. Every key informant noted that jobs are the biggest concern in the region.

On the other hand there were differing viewpoints about public awareness and support of the plant as exemplified by the quotes below. When asked if people in the region were aware of or supportive of the plant, some of the responses included:

. . . in Wal-Mart or Kroger, someone will stop you and say, “What do you know about this?” Because I think ultimately you’ve got really 2 camps, you’ve got people who think that the site is polluted and contaminated beyond any possible

way to reclaim it and then there's another camp that realizes if we can do a good job cleaning it up we can use it as an engine for economic growth and so those are really the 2 types of general discussions that I hear when I'm out and about in the county and in the region.

Not really and I think again that goes back to the history of not only that plant but most DOE facilities, DOE has tried very hard to keep these things quiet. Years ago there was even policy that if you worked for the plant you didn't tell people what you did and if you did it was grounds for termination. . . Many people even in the area really don't have a clue to this day as to what they did there or what they're currently doing.

Being a life-long resident of this area, I believe the majority and I mean the majority of people who live around here are very supportive of this facility. And I am not concerned. . . . people realize that things that were done in the 50s, we know better now. And anybody that talks to employees who work at the plant now has to realize the stringent safety requirements that they follow.

I think they're interested, I think they're interested about what's happening around there. Now are they activists? No. But do they talk amongst themselves and wonder and what's going to happen over there or it'd be nice if this or it'd be nice if that.

The Key informants identified some of the challenges in engaging the public in the region. One of these challenges has to do with accessibility of information and reaching out to a large, sparsely populated area. Key informants were in general agreement that local newspapers are a major source of information about the plant; however, they cautioned that a great deal of information circulates via word-of-mouth.

PUBLIC ENGAGEMENT

The key informants were a small sample of interested individuals and, while they were invaluable in providing context about PORTS, a major goal of PORTSfuture is to engage the broader public in the four counties. Phase One focused on introducing the public to the Voinovich School and Ohio University, explaining the purpose of the project, and generating

interest in participating in the visioning process. The public engagement strategy ranged from major public events to targeted marketing efforts. The major approaches for sharing information during this phase were 1) local community events, 2) briefing and meetings, 3) the PORTSfuture website, and 4) marketing.

Local Community Events

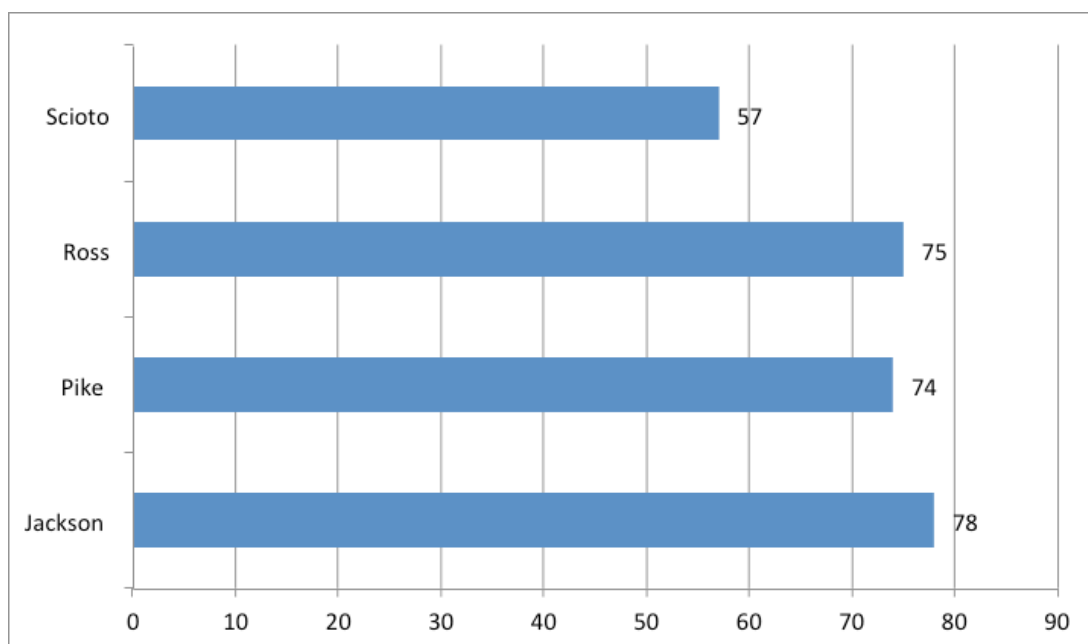
In the summer of 2010, the project team attended county fairs in Ross, Pike, Scioto and Jackson counties. County fairs were targeted because it was estimated that more than 360,000 individuals, mostly from the four counties, would attend. At each fair, a display (Figure 3.1) provided information about Ohio University, the Voinovich School, the purpose of the PORTSfuture project, the project timeline, and information about how to get involved. On most evenings a project team member was available to answer questions related to the project. At each of the fairs, community members had the opportunity to leave their contact information if they were interested in participating in focus groups to share their knowledge and attitudes about the PORTS facility. A total of 284 individuals left contact information and 108 expressed an interest to participate further in the project. Interested individuals were also provided a brochure with the PORTSfuture website so they could access further information about the project. Figure 3.2 depicts the number of cards completed at each of the fairs.

Figure 3.1. County Fair Display, Phase One, 2010



In addition to attendance at the fairs, the project team staffed an informational table at the Pike County Walmart on August 21, 2010. The team attempted to disseminate information at Walmarts in all 4 counties, but the stores in Ross and Scioto counties did not allow for informational tables on their premises and the Jackson County store had no available dates. Approximately 100 individuals stopped at the table to receive information and/or talk with project staff about PORTSfuture, 10 people filled out contact cards at the Pike County Walmart.

Figure 3.2 Number of Completed Contact Cards at County Fairs



Briefings and Meetings

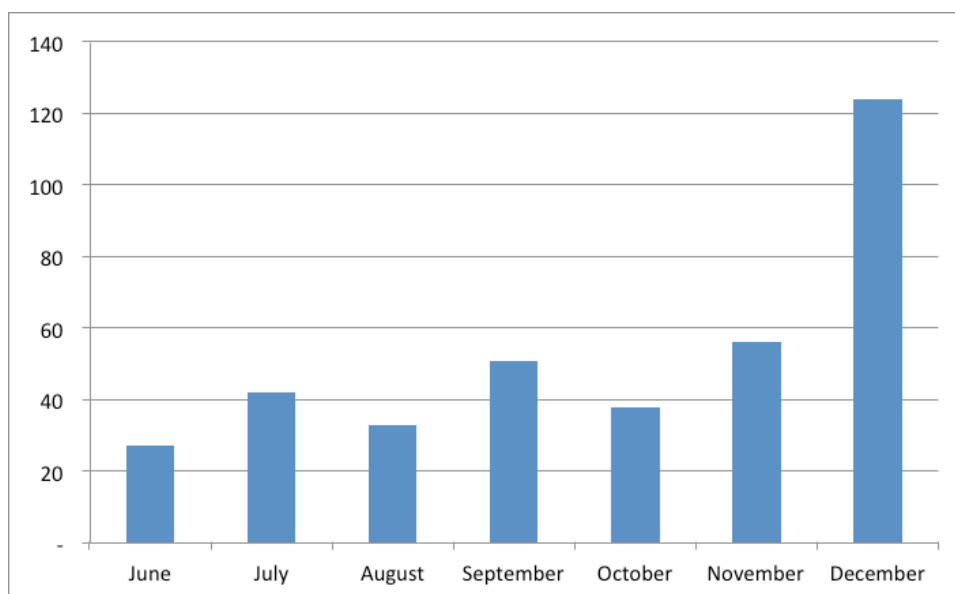
During this phase, the project team conducted briefings with Senator Sherrod Brown's Chief of Staff, Ohio University President, Roderick McDavis, and the Ohio University Executive Vice-President and Provost, Pamela Benoit, on project activities. Furthermore, updates were presented to the Site Specific Advisory Board (SSAB) Co-Chairs, the SSAB Full board and subcommittees, the Southern Ohio Diversification Initiative (SODI) Executive Director, and the Executive Director of the Ohio Valley Regional Development Commission (OVRDC).

Website

The PORTSfuture website (www.PORTSfuture.com) went live in June 2010 to inform the residents of the 4 counties and other interested individuals about project activities. One of the sections was designed to specifically allow for public engagement. Under the "Get Involved"

section, individuals could provide feedback or leave their contact information for inclusion in upcoming outreach events. From the time the website was implemented through the end of 2010, there were 1253 visits to the website and 371 unique, or first-time, visitors. Figure 3.3 shows the number of unique visitors to the website by month during 2010 and demonstrates the increasing popularity of the site because the values represent new visitors to the site. This figure does not represent the number of people who may have repeatedly visited the site for information or to provide feedback.

Figure 3.3. Number of Unique Website Visitors, 2010



Marketing

The focus of the marketing activities for Phase One was developing the brand for the project so that public outreach materials would be consistent and recognizable throughout the life of the project. Figure 3.4 depicts the logo that was developed by the project team, with input from a student intern.

Figure 3.4. Project Logo and Slogan



Additional marketing activities that took place during this phase included promoting specific outreach activities such as inviting residents to visit us at the county fairs. To that end, advertising was placed in the fair insert of the *Jackson County Post*; the *Portsmouth Daily Times*, *Scioto Fair Preview*; the *Pike County Watchman*; and the *Chillicothe Gazette*. Based on the circulation of these publications, we estimate that the ads reached more than 38,000 people in the 4-county region. Press releases and other marketing materials are located in Appendix 5.

COMMUNITY-BASED RESEARCH METHODS

Community-based participatory research (CBPR) methods are designed to involve members of the community as important partners and key decision makers. CBPR was the approach used throughout the entire project and nine principles of CBPR frame the work of this project:⁷

⁷ Isreal, Barbara A. "Community-Based Participatory Research: Principles, Rationale and Policy Recommendations." *Successful Models of Community-Based Participatory Research*, pp. 16-22, March 2000, Washington, DC.

1. *CBPR acknowledges community as a unit of identity.* The community is not just a population that shares some characteristic--it is a mutual network of individuals with common symbols, history, and a sense of emotional safety and identification.
2. *CBPR builds on strengths and resources in the community.* Researchers acknowledge and make use of community resources, including supporting community development if needed.
3. *CBPR facilitates a collaborative, equitable partnership in all phases of research.* All partners--researchers and community members--are informed, included, and involved in all aspects of the research process.
4. *CBPR facilitates co-learning and capacity building among all partners.* Researchers and community members learn from each other throughout the research process.
5. *CBPR integrates and achieves a balance between knowledge generation and intervention for the mutual benefit of all partners.* Research findings and plans for affecting change based on those findings are both valued and considered intrinsically connected. Everyone benefits from the work.
6. *CBPR involves systems development using a cyclical and iterative process.* The development of a CBPR partnership requires constant evaluation and improvement to both the science and to how the partnership functions.
7. *CBPR focuses on community relevance and on ecological perspectives that attend to the multiple determinants of health and wellbeing.* Relevance is defined by the community. Ecological perspectives see whole systems and whole people rather than isolated events, single causes, or individuals without context. Health is broadly defined to include the physical, emotional, economic, and social health of individuals and communities.
8. *CBPR disseminates results to all partners and involves them in the wider dissemination of results.* Research findings are communicated in channels beneficial to all partners; for example, findings may be published in a scholarly journal, released to the lay press, and used as policy points by community advocates.

9. *CBPR involves a long-term process and commitment to sustainability.* CBPR is slow and hard work; however, after the initial effort, a healthy, committed partnership can continue indefinitely as a “learning organization” making pay-off over time well worth the initial investment.

PORTSfuture is a true CBPR project and the overall purpose of the effort is to give the community a voice in the decision-making process related to the plant. The project was designed to gather input from community members on various levels, including interviews, focus groups, surveys, and community events.

Focus Groups

The purpose of the focus groups was to clarify themes identified during the key informant interviews and to engage community members in developing a telephone poll. Focus group participants were recruited from the 108 residents who left contact information at the county fairs and responded to advertisements in the local newspapers. Three focus groups were held and 9 individuals participated in Ross County, 10 in Pike County, and 7 in Jackson County. Semi-structured focus group discussion guides with open-ended questions were used to facilitate the discussion about the following topics:

- **Community Priorities**

- *Thinking about the four-county region, what do you think is the most important issue facing this area?*
- *Do you think your community values environmental protection and economic development equally? If not, why?*
- *What are your opinions on the options that are being talked about as solutions to our energy problems? (such as nuclear, natural gas, wind, and solar)*

- **PORTS**

- *If someone from outside of the region were to ask you about the A-Plant, how would you describe it?*
- *Do you have any personal connection to the plant? Family or friend works there?*
- *How closely do you follow news about the plant?*
- *Do you know what work is being done and the plant and who is doing it?*
- *How important do you think the plant is to the priorities of the region?*

- **Communication**

and information

- *What is the most important source of information about community issues in general and the plant in specific?*
- *When thinking about all of the different levels of government involved in decisions about the region and the plant, who do you trust the most? The federal government (like DOE), the state government (like Ohio EPA), or local government (like the township trustees).*
- *What is your most trusted source of information about the plant?*
- *There are several groups that have been involved with decisions about the plant, have you ever heard of SODI, the SSAB, SONG, or the Sierra Club? What is your opinion of the work of these groups?*

Focus groups were conducted at a restaurant in each of the counties and three members of the research team were present at each group. All focus group discussions were audio recorded with the consent of the participants, the recordings were transcribed and any text that could be used to identify participants was removed (Appendix 6). Each focus group lasted 60 minutes and participants were provided food and a gift card for their participation.

Limited demographic data were collected from the interview and focus group participants as to not inhibit their willingness to share information. All of the interview participants and the focus group participants were Caucasian or White, and the majority was male. Most of the participants had lived in Southern Ohio all of their lives; however, the length of residency for all participants ranged from as little as 3 years to as many as 61 years. The participants in the focus groups represented a broad range of interested community members; including current and former plant employees, individuals who lived near the facility, individuals who knew someone who had worked at the plant, as well as a few community members with no connection to the plant.

Telephone Survey

After the data were collected from the interviews and focus groups, a telephone survey was developed to further assess the major problems facing the local communities, awareness of and information about the plant, and preferences for the future use of the site. The survey was pilot tested with individuals who had participated in the focus groups and feedback was solicited from community stakeholders and DOE. The text of the survey is in Appendix 7 and complete survey results of the survey are in Appendix 8.

Gender and age quotas were constructed for each of the 4 counties based on population estimates from the U.S. Census Bureau to ensure a representative sample. These population estimates and their sample quota counterparts are shown in Table 3.1. Ohio University hired Wright State University's Center for Urban and Public Affairs to conduct the survey from November 14-December 13, 2010. A total of 1,000 responses were collected from county residents aged 18 and older. The response rate was 37.9 percent which is higher than a typical telephone response rate.

Table 3.1. Quotas for 1,000-Person Sample for Telephone Survey in 4 Counties

	<i>Jackson</i>	<i>Pike</i>	<i>Ross</i>	<i>Scioto</i>	<i>Totals</i>
Males					
18-34	22	19	62	57	160
35-49	21	18	58	46	143
50-64	18	15	44	40	118
65+	12	10	26	28	75
subtotal	73	61	190	171	496
Females					
18-34	23	20	46	53	141
35-49	22	18	47	48	136
50-64	19	14	41	43	117
65+	17	14	36	43	110
subtotal	81	66	170	188	504
Grand Total	154	127	360	359	1,000

COMMUNITY CONCERNS AND PERCEPTIONS

Interview and Focus Group Results

The findings from the interviews and focus groups very clearly illustrated that residents in the four-county region support PORTS, which is mainly due to the fact that it has been one of the largest employers in Southern Ohio for the past 50 years. However, when participants were asked about their perceptions of the plant, secrecy, mistrust, and lack of information all emerged as salient themes. Four themes that were most prominent in these discussions are: 1) PORTS: A symbol for job creation; 2) secrecy surrounding the plant; 3) skepticism and mistrust related to DOE and engaged community groups; and 4) the need for more information and communication about the plant.

PORTS: Symbol for Job Creation. Even when some of the participants expressed concern about environmental issues related to the plant, most were still content to have PORTS in their “backyard” because it has provided economic opportunity for residents. Since PORTS has been the largest employer in the region for the past 50 years, it was associated with economic stability and the promise of future job creation and sustainability. As one former employee mentioned, “Money was good. The work wasn’t hard...they didn’t harass you too much.” This sentiment was mentioned by former and current employees who had worked at the plant who discussed the great pay and benefits associated with their jobs.

“(The plant represents) a lot of good jobs and a lot of good money. I came from a junkyard, no education, nothin’. I bought me a farm, raised two kids, put ‘em both through college. Got masters degrees. Without that plant down there, I’d still be workin’ in the junkyard or a sawmill somewhere fixin’ diesel trucks.” – Focus group participant

Other participants discussed the importance of the plant to the counties surrounding the facility. It was mentioned by several participants that it was not uncommon for individuals to drive 60+ miles to the plant, which further highlighted the importance of PORTS to several Southern Ohio counties.

“It’s been really, really important, okay, to uh, Scioto and Pike County, Highland County, Vinton County, Jackson County. We’ve still got uh, fellas that drive from Ironton (OH) every day, and from across the river.” – Focus group participant

All participants mentioned the need for sustainable jobs creation in their counties; however many felt betrayed by politicians and their “failed promises” for job creation.

The fact that politicians come around every two or four years, and promise thousands of jobs at the A-plant site uh, related to projects that never were and never will be feasible, and never will happen.

However, despite this “betrayal,” PORTS still served as economic “hope” for job creation.

“People first and foremost are concerned about jobs and to a large extent that’s the reason you find a lot of people in that area who are happy to have the plant there and are willing to bring in a nuclear reactor because it means jobs or at least they think it means jobs.” – Focus group participant

Secrecy. When asked about the PORTS site specifically, all of the participants had heard of the site and knew where it was located, but the majority still felt uninformed by past, current, and future activities. While many of the participants had lived in region their entire lives and knew friends or family members who had worked there, they still admitted they felt that day-to-day operations at the plant were kept a secret. As one interviewee stated, “The people that don’t know anything about it (PORTS) will never know anything about it because it’s just never shared.” Even the participants who had worked at the site repeatedly mentioned “secrecy” and felt that as a result there were many rumors that were perpetuated about the plant. As one former employee stated, “A lot of times the guys, even the guys that worked out there, we weren’t, we weren’t notified of everything. We didn’t know.”

Other participants shared their perceptions that DOE intentionally kept the happenings at the plant a secret, and while they understood the importance during the Cold War, they still felt that DOE was intentionally keeping things a secret. Even current employees commented on the situation that has continued to contribute to the secrecy.

“I do not understand why there isn’t more information shared...I hold a very high level clearance, and you know, there’s things that could be shared that are not, and that leaves this perception that we’re trying to hide stuff. And, I don’t think that’s true.” – Focus group participant

A participant who was not originally from Ohio spoke about the secrecy about the plant from an outsider perspective, which was quite similar to individuals who have lived in the region their entire lives.

“We chose to (move) down here, and here 70% of the people worked at the A-plant. Didn’t say anything about nuclear or anything like that. Or, you know, you’re driving around some of the roads around the A-plant, and they have these air circulation filters that collect the air constantly to, I don’t know if it’s, if it’s gonna tell you there’s a leak, it’s gonna be a little bit late. You know, I don’t know what they, what those things are for.” –Focus group participant

Furthermore, a few of the participants shared personal experiences related to secrecy; especially related to stories that they had heard from friends or family who worked at the plant. Many of the participants mentioned that these stories contributed to the continued secrecy, and often, mistrust related to the site.

“I’d probably find lots of stuff...that’s in none of their documents but when you go out and talk to people you find out that information. I found out that at the switch house they had a huge explosion and... they were called about what they found and that’s knowledge you get from talking to people and finding out what they did, what they saw.” – Interview participant

When asked about what was being done at the plant, some of the participants mentioned that uranium enrichment had been conducted there, but few were able to elaborate. Some of the participants were unsure as to whether the plant was still enriching uranium, and as one focus group participant put it, “I know it’s a place where they process uranium, or they used to. I don’t even know if they still do now.” Even some of the former employees who worked at the plant were unaware of that uranium enrichment process or that it was being conducted at the site.

“They finally started teachin’ everybody the uranium enrichment process, and you see the people in the classroom just go, “Oh! I didn’t know that. I’ve been here 30 years, and I didn’t know that.” But, that was part of the secrecy that they had. They did not tell us anything.” –Focus group participant

Skepticism and Mistrust. Another theme that was apparent from the discussion was mistrust related to governmental agencies and community interest groups that were formed in response to the plant. This theme is certainly linked to the secrecy surrounding the plant and it is possible that some of the mistrust and skepticism have developed in response to secrecy, feelings of deception, and misinformation from the plant, DOE, and other organizations. The lack of trust directed toward these groups was apparent from a variety of participants, including former employees.

The following individuals spoke specifically about mistrust and misinformation related to their Site Specific Advisory Board (SSAB) that was created by DOE to serve as a community advisory board.

“They had about 3 people resign from their board because they finally got frustrated with DOE keeping them in the dark about certain things and basically trying to hand guide them in other areas. So from my perspective the whole idea of a citizens advisory board is a sham that DOE wants to control.” - Interview participant

Many of the participants mentioned trust issues that were directed toward DOE and the Ohio EPA.

“DOE has a tremendous legacy of mistrust. DOE has lied to this community for 50 years, about what went on at that, that, that plant site. And, DOE is never gonna regain trust, and it’s never gonna get in a position of doing good education, where there’s a good communication with the community until DOE comes clean about the history.” –Focus group participant

“We had a report that supposedly came from the Ohio Department of Health, this is back in the 1990’s, that said the cancer rate in Pike County was like 10 times higher. And I said what, it scared you to death until you found out that it was all made up, it wasn’t true.” – Interview participant

Still other participants mentioned trust issues with other community interest groups that have formed in response to the plant. For example, the following participants shared their distrust for a local economic development group.

“I don’t like ‘em. I don’t trust them. I think that they uh, they don’t have the actual community in mind. They’re, they’re a private corporation. And, they’re, they’re fueled by profit. And, uh, the profit goes in their pockets, and I don’t believe they uh, they, you know, they actually care what happens to the community.” –Focus group participant

Need for More Information. Finally, participants showed a desire for more open communication. Most of the participants mentioned that they followed news about the plant from a variety of sources and that they trusted the Environmental Protection Agency (EPA), the Ohio EPA, and the local newspapers over the local officials to give them credible information about the plant. However, they clearly wanted more open communication with DOE about what has happened in the past, what is happening currently, and what will happen in the future.

“I’m comfortable with the Ohio EPA, in terms of talking with various representatives that have shown up at board meetings, the individuals who are working in conjunction with DOE in place of USEPA for the oversight of the facility, I’ve gotten much more comfortable with them than I have the DOE.” – Interview participant

Other participants expressed the need for more information, especially in the context of job creation. It was mentioned several times about the hope for jobs and that participants thought it would be helpful to receive more information about the potential for future jobs at the site.

“They want information if it concerns the possibility, the possibility of a job for them in the future. So, they want to know if there’s something going on down there at the A-plant, especially if it looks like there is going to be a job. ‘Cause, they really do want to know if there’s information for that.” – Focus group participant

Some of the participants were not even aware that uranium enrichment stopped in 2001 and that clean-up is now going on at the site. To that end, several participants mentioned that it would be beneficial to community members if they could read credible information in a newspaper or on a website about the clean-up that is currently going on at the site.

“It would be really, really good if all the people of southern Ohio had the opportunity to read in the newspaper and on their website, just what is going on at the plant in the clean up now, and the new contractor that is coming in with their ten year contract. And, and specifically the ground water clean up that they’re doing is really, really, really extensive right now. It’s just amazing the big hole they got dug down there. And, yes, the public uh, would be interested in, in seeing that, because it’s all been hush-hush, and the perception of secrecy, okay?” – Focus group participant

The perception of “hush-hush” and “secrecy” described by this participant was echoed by others who expressed a desire for more information about the future of the plant.

“There seems to be a lack of sharing of information. You don’t know what decisions have been made, you know? It’s kind of weird to me that the developing, what we’re doing here is, we don’t know what they decided to do down there in terms of what they’re gonna, what they want there or, or what’s feasible to have there, once they make that decision.” – Focus group participant

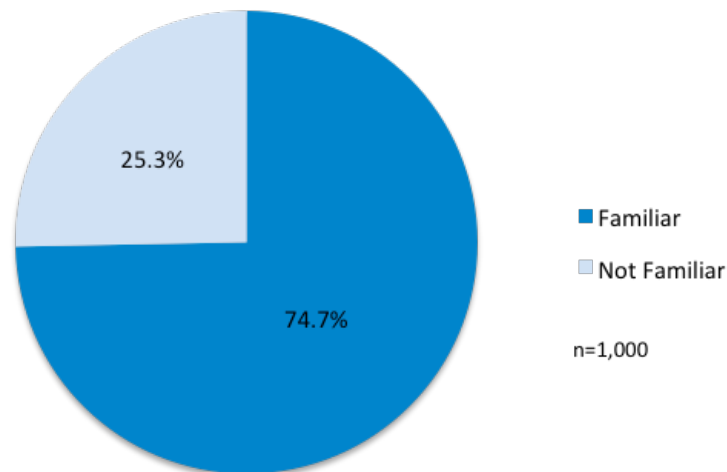
It was apparent from talking with participants that some felt that they had no voice in the operations at the plant and so they felt uncomfortable discussing the plant without knowing whether decisions had been made about the future state of the site. These individuals expressed a need for more communication about what decisions have been made, or if they have been made, about what will happen at the site in the years to come.

Survey Results

The following are the summary results of the telephone survey conducted in November and December 2010. As mentioned in the previous section, the survey was designed to further examine the themes identified during the interviews and focus groups. Survey respondents represent a broader cross-section of the community than those who participated in focus groups and interviews. As mentioned above, the sample can be considered to be more representative of residents in the four county region based on quotas developed from U.S. Census data.

Familiarity with the PORTS Site. Survey participants were asked about their familiarity with the PORTS site. About one-fourth of the respondents indicated they were not familiar with the PORTS site while 74.7 percent indicated familiarity with the site (See Figure 3.5).

Figure 3.5. Telephone Survey Response to: Are You Familiar with the PORTS site?



Of the 747 respondents familiar with the site, 38.2 percent felt they knew a lot about the site (See Figure 3.6). When asked if they were interested in learning more about what is happening at the site 73.6 percent answered “yes” or “maybe.” Of those familiar with the PORTS site, 82.1 percent reported they are concerned about the future of the site (see Figure 3.7).

Figure 3.6. Do you feel you know a lot about the PORTS site?

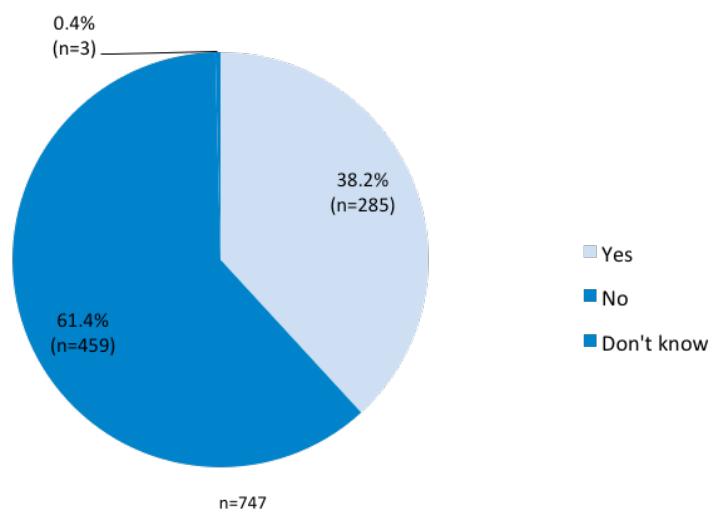
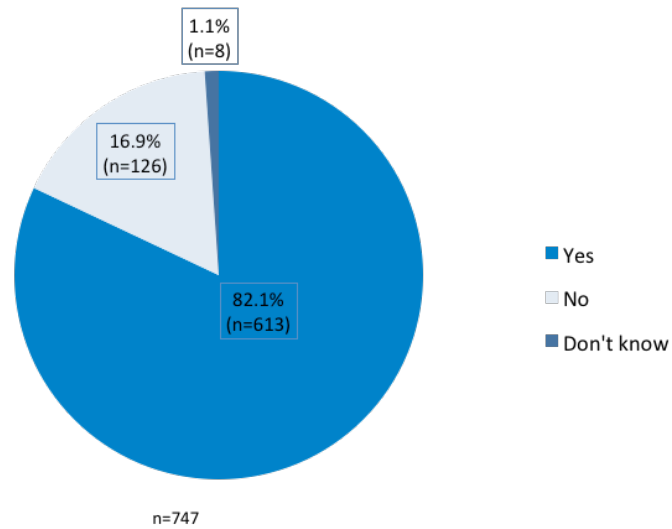
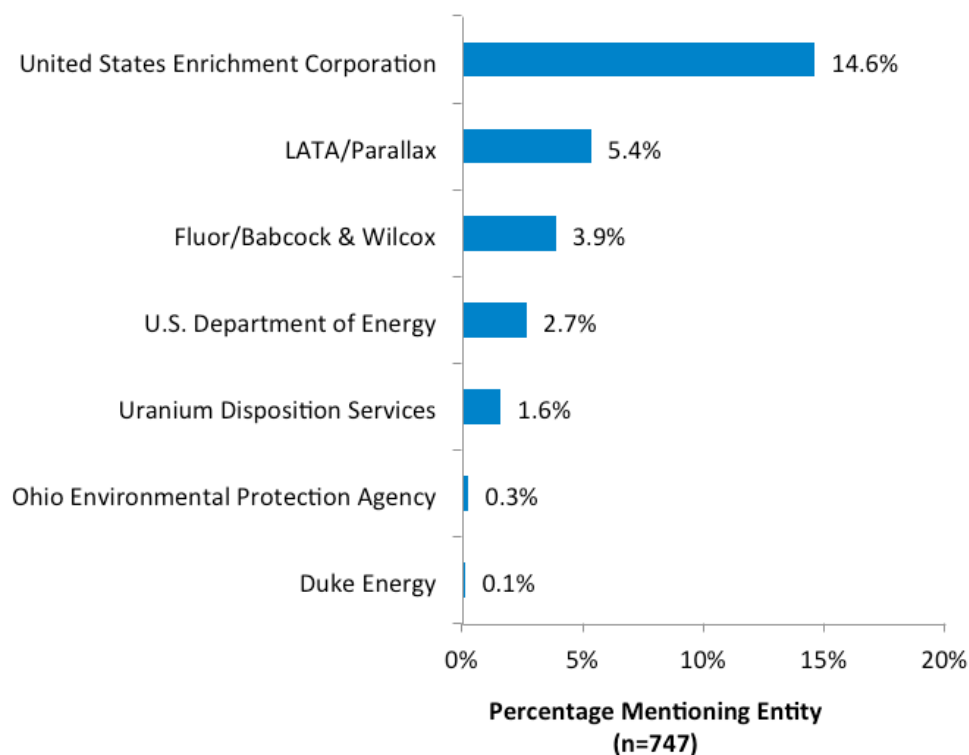


Figure 3.7. Are you concerned about the future of the PORTS site?



Familiarity with Organizations Involved with PORTS. The survey also asked respondents to provide the names of any public or private organizations currently operating at the PORTS site. Of those familiar with the PORTS site, 22.6 percent were able to name at least one entity. The entities mentioned most frequently were United States Enrichment Corporation (14.6 percent of respondents) and LATA/Parallax (5.4 percent of respondents) (See Figure 3.8).

Figure 3.8. Could you list the names of any public or private organizations that currently operate at the PORTS site?



Note: Respondents could name more than one entity.

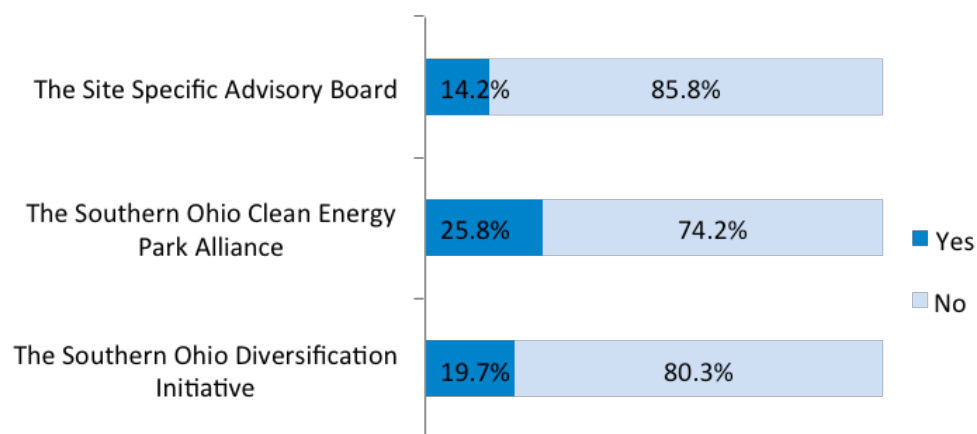
For those organizations that were named by the respondents, we asked about levels of familiarity with information that they provide and levels of confidence in the accuracy of the information. Table 3.2 shows that even though 109 people (14.6%) of the survey respondents named USEC as one of the organizations active at the site, only 61 of these people said they were familiar with information provided by USEC. However, 36 of the 61 people who were familiar with the information provided by USEC indicated a lot of confidence in the accuracy of this information.

Table 3.2. Survey Responses Related to Familiarity and Confidence in Information from Specific Organizations

Familiar with information provided by the organization you named?	Confident that the organization is providing accurate information about the site?					
	Yes	No	<i>A lot</i>	<i>A little</i>	<i>Not at all</i>	<i>Don't Know</i>
USEC (109)	61	48	36	21	1	3
LATA/Parallax (40)	14	26	5	6	1	2
Fluor/Babcock (29)	12	17	5	7	0	0
U.S. DOE (20)	13	7	8	5	0	0
Uranium Disposition Services (UDS) (12)	7	5	5	2	0	0
Ohio EPA (2)	1	1	0	1	0	0
Duke Energy (1)	1	0	0	1	0	0

During the interviews and focus groups, several organizations were mentioned numerous times as being important players in the activities at PORTS. With this in mind, we asked respondents who said they were familiar with the PORTS site if they were aware of three specific organizations: The Southern Ohio Clean Energy Park Alliance, The Southern Ohio Diversification Initiative (SODI), and The Site Specific Advisory Board (SSAB), figure 3.9 summarizes familiarity with these organizations.

Figure 3.9. Percentage of Respondents Aware of Specific Organizations



Note: Not all respondents answered these questions.

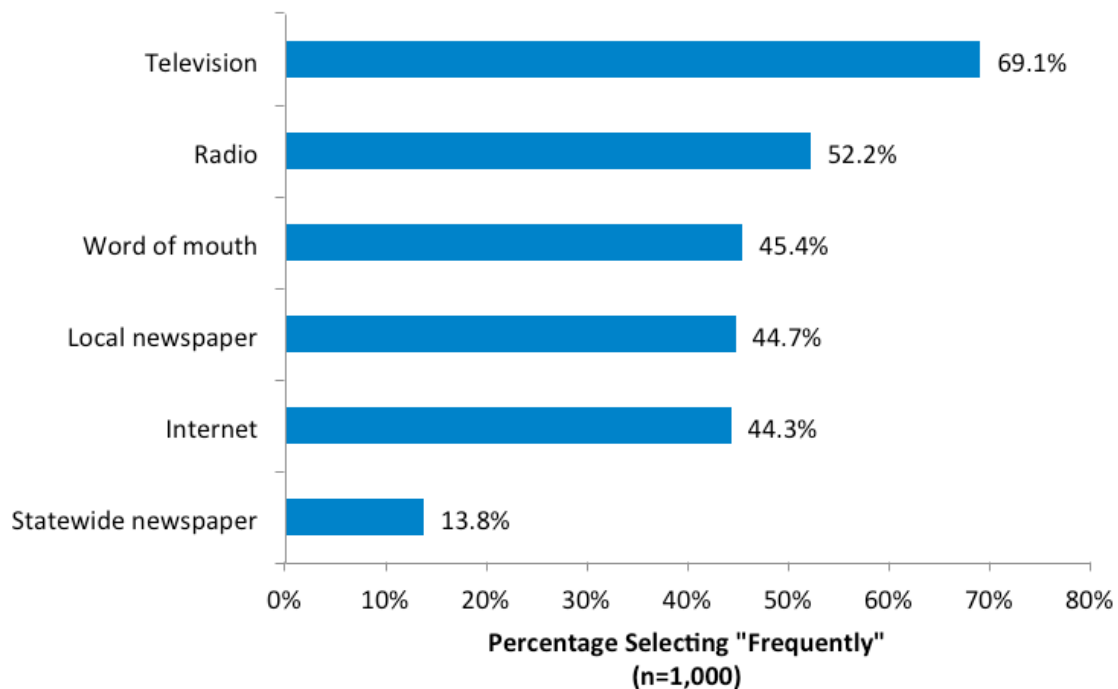
Overall, survey respondents were not familiar with these three organizations that play significant roles in site activities. Respondents who said they were familiar with these three organizations were asked about their familiarity with the information the organizations provide as well as their level of confidence in the accuracy of this information. As Table 3.3 shows, even though 147 respondents were familiar with SODI, 192 were familiar with the Southern Ohio Clean Energy Park Alliance, and 106 were familiar with the SSAB, very small percentages of these people were familiar with information that these organizations provide. This mirrors the responses to the results related to government and contractors noted in Figure 3.8 and Table 3.2 and indicate that there are challenges in disseminating credible information to community members who may not be engaged in site activities.

Table 3.3. Survey Responses Related to Familiarity and Confidence in Information from Specific Local Organizations

	Familiar with information provided by the organization?			Confident that the organization is providing accurate information about the site?			
	Yes	No	Did not respond	A lot	A little	Not at all	Did not respond
SODI (147)	54	91	2	29	20	2	3
Southern Ohio Clean Energy Park Alliance (192)	49	141	2	20	26	2	1
Site Specific Advisory Board (106)	28	76	2	16	11	0	1

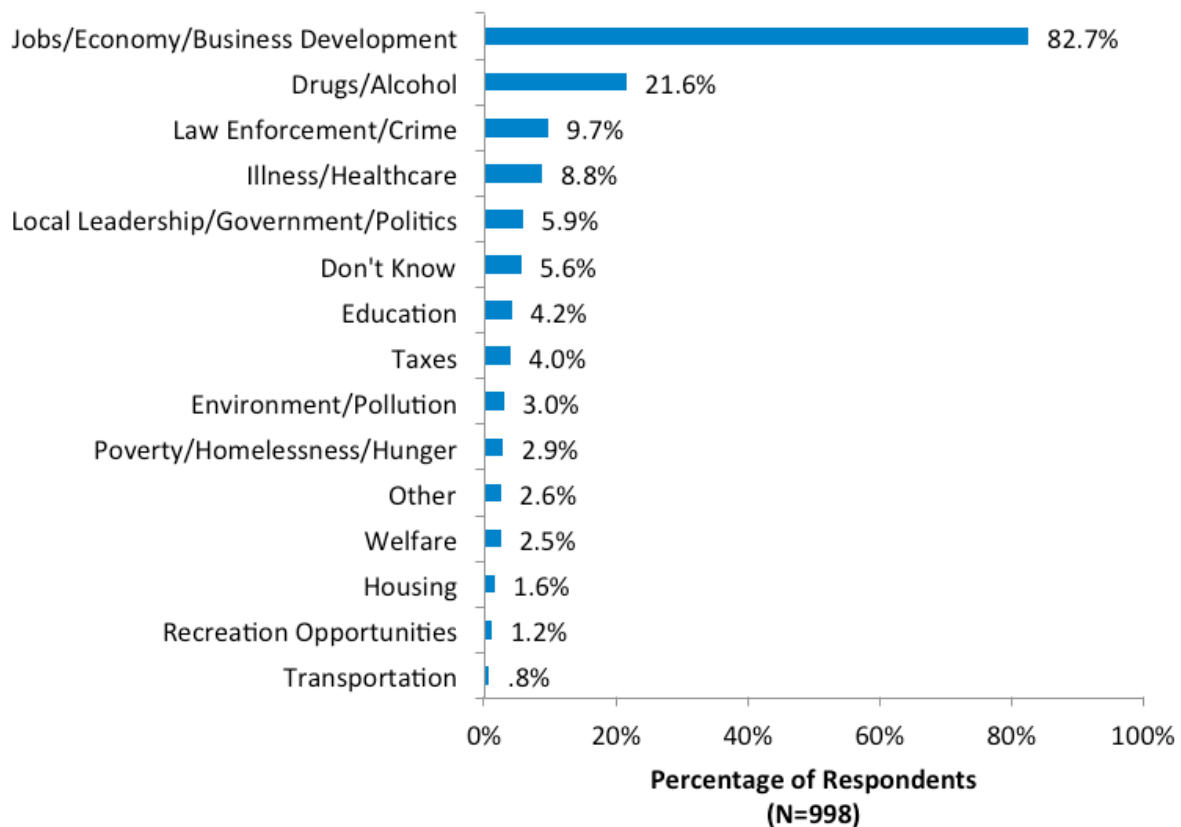
Sources of Information about Your Community. Key informants and focus group participants suggested that residents of the region were probably most likely to receive information from local newspapers and their neighbors. Understanding where people turn for information about the plant is critical to ensuring effective outreach and information dissemination. Survey respondents were asked how often they use various sources including different types of media and word of mouth for information about their community. As Figure 3.10 shows, most of the respondents indicated that they rely on television and radio for information. Word of mouth, the local newspaper and the internet are relied on by almost one-half of the respondents. Statewide newspapers are not an important source of information about the community.

Figure 3.10. Frequency of Use of Specific Sources of Information about the Community



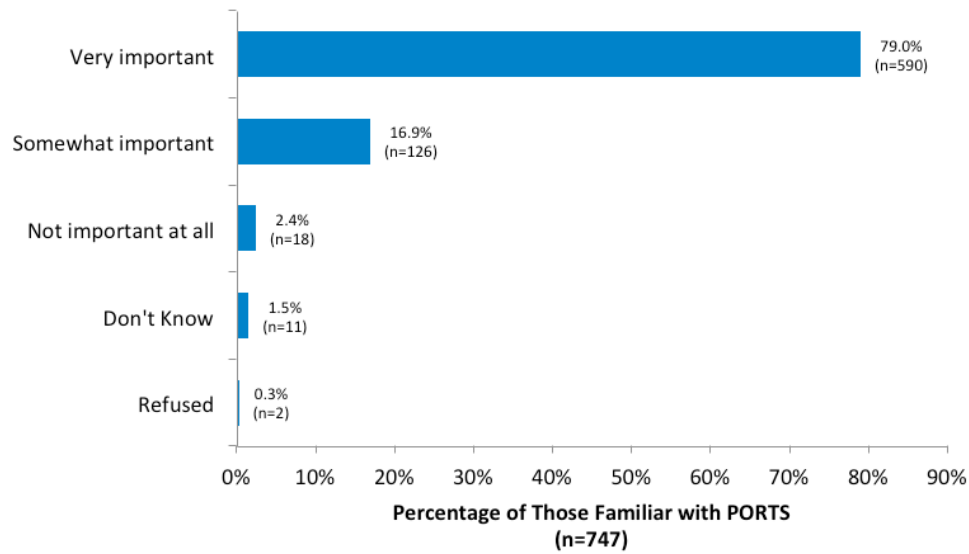
Community Problems. It became clear from the interviews and focus groups that the major concern in the region was related to jobs and the economy. This was confirmed in the telephone poll as respondents were asked to name the two biggest problems facing their community. Figure 3.11 supports the opinions of focus group and interview participants and shows that problems mentioned most frequently by respondents were related to jobs, the economy, and business development. Second to economic conditions were problems related to drugs and alcohol and drug abuse. All other community problems were identified by 10 percent or less of the respondents.

Figure 3.11. Survey Response to the Two Biggest Problems Facing the Community

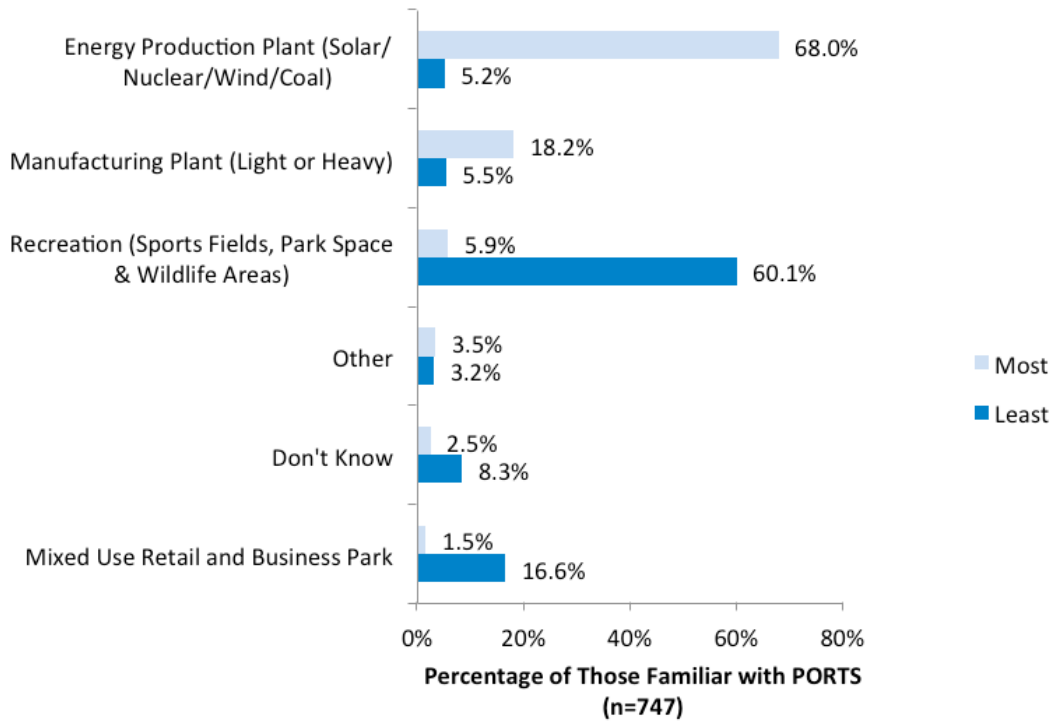


Potential Uses of the PORTS Site. Keeping in mind that jobs and the economy were identified as the most important problems in the community, survey participants were asked questions related to the role of PORTS in the future of community. More than 75 percent of the respondents indicated that PORTS is very important to the future of the community (Figure 3.12). This is a significant finding because it suggests that community residents are hopeful that the plant can play a role in addressing the problems of concern to community members.

Figure 3.12. How important is PORTS to the future of your community?



**Figure 3.13. Which of the following possible uses do you favor the most?
Which do you favor the least?**



Note: Not all respondents answered these questions.

A list of four possible future uses for the PORTS site was generated from information collected from the focus groups and interviews. When asked to identify which of these four potential uses of the site they favored most, 68 percent of individuals familiar with the PORTS site favored using the site for an energy production plant and 18.2 percent of respondents favored using the site for a manufacturing plant. Figure 3.13 also identifies potential future uses that survey respondents favored the least. Recreational purposes and a mixed-use retail and business park were the potential uses least favored by respondents.

SUMMARY OF PHASE ONE

From January through December of 2010, the PORTSfuture project focused on gathering critical stakeholder and public opinions and creating awareness of the project. The major results and findings from Phase One include:

- Jobs and economic concerns are the most important issues that the region faces.
- Despite numerous opportunities for public involvement and engagement (see Chapter 2), members of the public in the four counties are not very aware of the organizations that are involved with PORTS site activities.
- Key stakeholders and focus group participants suggest that one reason for the lack of awareness could be a history of secrecy related to the site.
- There are serious challenges related to disseminating information to the public and engaging the public in future use planning even though there is general agreement that PORTS is important to the future of the community.

All of the information gathered during Phase One lays the foundation for Phase Two which will ultimately result in future use scenarios to be presented to the public to vote on and indicate their preferences.