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Project Proposal and Scope; The Surfrider Foundation Advocacy Materials

Project Proposal and Scope

Date: 2 December 2017
To: Dr. Linn Bekins
From: Joseph Gill, Kylie Jorgensen, Genevieve Knock, and Andra Steinbergs
Subject: Project Proposal and Scope for The Surfrider Foundation Advocacy Materials

Introduction

The following sections of this proposal illustrate a comprehensive overview of our project. Included will be our project scope, narrowing down to our final deliverables. Specifically, a detailed project plan is provided to clarify our project’s content specifications and how these will be adequately delegated into tasks for various team positions.

Additionally, background and contextual information is included to ensure our final deliverables remain consistent with our client’s position, required criteria, and vision for our project’s end objectives.

Ultimately, our project is intended to provide The Surfrider Foundation with advocacy materials consistent with their position and policy campaigns surrounding the San Onofre Nuclear Station, and their current decommissioning process. With our cohesive and strategically informative deliverables, Surfrider will be provided with rhetorical persuasive and effective advocacy materials. These materials have been constructed in order to help increase public awareness about the issue, and significantly amplify Surfrider’s presence in pressing, time-sensitive law and policy concerns.

Project

“Reacting Responsibly: Increasing Public Awareness and Inducing Action Surrounding the San Onofre Nuclear Station’s Decommissioning Process by Fueling a Sense of Urgency”

Background

Since the nuclear waste controversy is such a longterm, time-sensitive issue, our main rhetorical objective is to curate, and then further encourage a continued sense of urgency to take action concerning the issue of nuclear waste storage.

The San Onofre Nuclear Generating Station rests yards from California’s busiest freeways, and less than 50 feet from the coastline. SONGS’s Units 2 and 3, commissioned in
1983 and 1984, respectively, supplied nearly a quarter of the power to Southern California during their operation, which ceased in 2012. The station’s majority owner, Southern California Edison (SCE), is now tasked with safely decommissioning SONGS.

Subsequently, there was an investigation that prompted the units’ closure due to premature wear on the materials being stored within it. Because the facility was not built with the intention of storing nuclear waste indefinitely, the concerns remain focused on finding a permanent repository off the coastal shoreline to store nuclear waste—permanently—without having the risks of (1) a dynamic fault line, with the potential for environmental disaster, and (2) multiple highly populated local communities surrounding the location.

Regardless, in order to completely mitigate this risk, federal policy must be pressured to find a permanent repository. Without a permanent repository, there is nowhere to transport the nuclear waste currently residing at SONGS. And because of such a circumstance, SCE has proposed to continuously monitor and repackage the waste-canisters into dry casks when they exceed the allowable structural fatigue. Although this solution is temporary, it is currently the de facto location for storing the nuclear waste.

In order to prevent a de facto location alongside the Pacific coastline, federal policymakers must be pressured to designate a permanent repository, and provided with four reasonable requirements:

1. Agreed upon, federally-approved location;
2. Geologically secure location for surrounding communities and environment;
3. Consent-based location for all stakeholders;
4. Completed in a specific timeline with a sense of urgency.

Surfrider’s position in this controversy is to uphold the responsibility to pressure federal lawmakers to work towards a permanent respiratory solution. This has been proven difficult recently, because many stakeholders involved want to continue to store the waste at SONGS. In fact, in a recent settlement between advocacy group Citizens Oversight and SCE, SCE agreed, in vague terms, to make commercially reasonable efforts to relocate the spent nuclear fuel to a safer, inland location. Yet, what constitutes as “commercially reasonable” in legal jargon is defined within the settlement as follows:

“Such actions a prudent utility would undertake or decisions it would make under similar circumstances based on the information reasonably available to it at the time…(a) are practicable and reasonably financially prudent taking into account all relevant considerations such as safety, scientific, and technical factors, the regulatory environment, financial costs, resource availability, and the likelihood of success of any such actions or decisions, (b) would not unreasonably impair or delay SONGS decommissioning activities, financially or otherwise, and (c) would allow the owners to recover all of their costs from the respective nuclear decommissioning trust funds or from the [Department of Energy].”

If not already made clear, this statement indicates SCE has carefully utilized legal statements to establish conditions that are advantageous to their current decommissioning plan. Such
language currently inhibits the spent nuclear waste storage to remain *in situ* for potentially upwards of fifty years. Thus, despite the recent settlement, the need for a sense of urgency in pressuring for the relocation of the nuclear waste remains, and Surfrider is working to advocate for federal policy changes that will result in a designated permanent repository.

As Surfrider’s mission is responsible for the protection and enjoyment of the world’s oceans, waves, and beaches, the foundation will uphold the responsibility of advocating for federal changes. Since federal policy is the only way to implement the transportation of the waste off of the California coast, Surfrider will continue to pressure stakeholders and advocate policy changes far into the foreseeable future.

Currently, Surfrider staff members have toured the SONGS facility, met SCE staff to discuss the decommissioning process, submitted comments regarding the scope of the Environmental Impact Report for decommissioning, and continue to contact government officials to petition for the federal approval of a consent-based permanent repository.

Due to the cracking of canisters, environmental disasters, or human error in managing the site are inevitable circumstances—with the potential for irreversible consequences to Californians’ sustainability, recreation, economy, and health—our final deliverables for the Surfrider Foundation will support and aid their advocacy by specifically targeting the SONGS’ nuclear waste storage controversy.

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**Statement of Scope**

This project aims to first create a digital and printable brochure advocating for action to implement a permanent repository with the previously listed criteria. This brochure will be adaptable to both digital and face-to-face use, with petition signature hyperlinks, or printed petitions available during face-to-face advocacy.

Our Opinion Editorial will be the second advocacy material provided to Surfrider. This is intended to consist of a robust framework for submissions to newspapers, news stations, and present public relation companies in collaboration with Surfrider. It will include various important aspects surrounding the issue, and can be adapted to a variety of audiences, purposes, and contexts.

Third, our first two deliverables will collectively provide email blast/website blog advocacy material for Surfrider to include into their digital interface advocacy contexts.

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**Objectives**

Our deliverables will achieve the Surfrider Foundation’s primary advocacy goals by obtaining the following measurable objectives:

1. **Brochure**: Increase public awareness through Surfrider events, fundraisers, and both national and local chapter digital platforms; reaching more than 50 people per week for a period lasting no less than 6 months.
2. **Op-Ed Article**: Create a sense of urgency and public awareness in local communities; provide Surfrider with an amplified voice when advocating and pressuring for federal policy changes—increase community and general public awareness by reaching at least 50 more petition signatures per week for at least 4 weeks.

3. **Email Blast/Website Content**: Increase Surfrider’s advocacy reach throughout the local San Diego chapter and San Clemente chapter communities; increase community awareness and curate a sense of urgency to take action on the issue—increasing petition signatures by 20% over a 6 month timeframe (available upon client request).

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**Project Plan**

Attached is our project plan, comprehensive with detailed content specifications, task designations, and interim deliverables, with subsequent interim deadlines. Additionally, our official final deadlines are planned as December 4th for all final versions of deliverables, and December 7th for a general presentation and distribution of materials to the client.

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**Conclusion**

In summary, our final deliverables will achieve our intended goals and objectives—all aiming to support Surfrider’s advocacy for federal policy changes. Our deliverables plan to increase the public’s voice in aiding Surfrider’s consistent pressure on federal stakeholders.

For further questions or information regarding the project for The Surfrider Foundation, please contact Team Lead, Kylie Jorgensen.

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Figure 1: Project Plan/Activities Schedule: