

Environmental Management Procedure (EMP) 4.4.3

Subject: Environmental Communications

1. Purpose and Policy:
 - A. Purpose: This EMP establishes the procedures to implement policy for conducting both internal (JBLE-Eustis community) and external (outside entities) communication activities regarding the environmental program.
 - B. Policy: The Installation will actively communicate regarding environmental activities with both The Installation community (internal) and with appropriate organizations, activities, and the community external to The Installation.
2. Document Control: This is a controlled document. Controlled documents are updated as required, reviewed at least annually, and re-dated if changed. Any documents to include blank forms appearing in paper form are not controlled and should be checked against the file version prior to use on the:

JBLE – Eustis Environmental website: <http://www.jble.af.mil/Units/Army/Eustis-Enviromental/>
3. References:
 - A. JBLE-I 32-101, Environmental Management
 - B. EMP Dictionary
4. Scope: This EMP applies to all Activities and personnel, including military, civilians, vendors, suppliers, and contractor personnel who enter JBLE-Eustis. The definition of an Activity can be found in JBLE I 32-101.
5. Roles and Responsibilities:
 - A. The 733d MSG Commander will provide overall guidance and direction for environmental communication activities.
 - B. Public Affairs Officer (PAO)
 - (1). Provide overall supervision for communications of environmental information to the JBLE-Eustis community (internal communications) and to the public and outside entities (external communications).
 - (2). Provide personnel and funding resources to support environmental communications as part of the PAO function.
 - (3). Advise and provide technical support to CED/CEIE regarding communications.
 - C. Chief, CED/CEIE will:
 - (1). Develop and execute the environmental program communication, provide technical support regarding environmental topics and information being communicated, and to coordinate appropriate environmental communication with the PAO.
 - (2). Coordinate internal communications with 633d Air Base Wing, PAO.
 - (3). Coordinate external communications with PAO as appropriate.
 - (4). Document and maintain records of environmental communications as required.

6. Environmental Communications Procedures.

A. Internal Communications

- (1). CED/CEIE will develop an annual internal environmental communications plan (Tab 1 to EMP 4.4.3) to ensure environmental information is available to all JBLE-Eustis employees, contract personnel and residents. The plan will include but not limited to:
 - (a). Actions required that ensure the Intranet EMS web site (<https://eustwsintra02.eustis.army.mil/enrd/>) is kept current.
 - (b). Schedule and responsibility for articles for the JBLE-Eustis post newspaper (The Peninsula Warrior).
 - (c). Schedule of environmental events such as “America Recycles Day” and “Earth Day” communication plans.
 - (d). Actions that are required to ensure activity bulletin boards are kept current.
 - (e). Responsibilities for communication products such as posters, flyers, brochures.
 - (f). Actions required to ensure the post TV channel has current environmental information
- (2). CED/CEIE will supplement the internal environmental communications plan as required based on:
 - (a). Command directed environmental communication
 - (b). Environmental safety and health concerns such as drinking water disruptions, mosquito spraying, etc.
 - (c). Special recycling, energy conservation, water conservation, and environmental media area requirements.
 - (d). Response to community requests
- (3). CED/CEIE will communicate to installation Activities primarily via email with Activity Environmental Coordinators (AECs).
 - (a). CED/CEIE will maintain a master list of AECs
 - (b). Installation Activities are required to inform CED/CEIE when the AEC is changed.
- (4). CED/CEIE will communicate to the entire JBLE-Eustis community via command channels
- (5). CED/CEIE will coordinate with PAO as appropriate for internal communications.
- (6). CED/CEIE will maintain internal communications documents and records.

B. External Communications

- (1). CED/CEIE will develop an annual external environmental communications plan (Tab 2 to EMP 4.4.3) to ensure appropriate environmental information is communicated to the general public and to all JBLE-Eustis community neighbors and partners. The plan will include but not be limited to:
 - (a). Actions that are required to ensure the JBLE-Eustis public web site (<https://post.intranet.eustis.army.mil/enrd/index.htm>) is kept current.
 - (b). Schedule and responsibility for articles for local newspapers (e.g. Daily Press, Virginia Pilot, Virginia Gazette, etc.).

- (c). Schedule for community environmental events.
 - (d). Actions that are required to ensure appropriate JBLE-Eustis environmental activities and programs are adequately communicated to the external community.
- (2). CED/CEIE will supplement the external environmental communications plan as required based on:
- (a). Command directed environmental communication
 - (b). Environmental safety and health concerns such as drinking water disruptions, mosquito spraying, etc.
 - (c). Special recycling, energy conservation, water conservation, and environmental media area requirements.
 - (d). Community requests for information or voicing concerns (e.g. noise complaints) will be addressed as follows:
 - (e). Inquiries and other communications – received by mail, fax, email, telephone, or in person – from external parties concerning the JBLE-Eustis environmental program will be coordinated with the Public Affairs Office (PAO) and CED/CEIE.
 - (f). Based on the type of inquiry, CED/CEIE in coordination with Staff Judge Advocate (SJA) and PAO, when appropriate, will either respond to or designate an appropriate individual to respond to each relevant communication.
- (3). The installation environmental policy is available to the public via the public website at www.eustis.army.mil. It is also available to the public, upon request, from PAO or CED/CEIE.
- (4). PAO communicates information to the public via news/media releases.
- (5). CED/CEIE will coordinate all external environmental communications with PAO.
- (6). PAO maintains records of external inquiries/communications and the responses provided.
- (7). CED/CEIE will maintain all other external communications documents and records.