

CNTA’s Planning Grant Application to the NuWaDi Consortium

Details on NuWaDi and the grants available at:

<https://nuwadi-clemson.hub.arcgis.com/>

Award Program: Planning Grant

Project Title: CNTA’s Capacity Building to facilitate community conversations utilizing a common language.

Proposed Start Date: June 1, 2024

Budget: \$19,936

Primary Applicant Name: Dr. Allison Hamilton

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Project Team:

Allison Hamilton

James Marra

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Project Summary

Can be no more than 250 words- below is 248.

CNTA is a unique grassroots organization perfectly positioned to coordinate and facilitate community conversations surrounding nuclear matters. Our organization is composed of over 500 members who are educated and informed on a variety of topics related to nuclear technology. Any productive conversation requires all participants to understand the terminology and language used¹. A common failure among policy experts is to use terminology the average citizen does not understand. One cannot participate in discussion if they don't understand what the conversation is about.

This grant would allow CNTA to build the organization's capacity to facilitate and participate in community conversations surrounding nuclear waste and consent-based siting. Specifically, we plan to utilize our expert members to investigate how we can alter the terminology traditionally used to increase understanding on what the policy issues are. From this starting point, we can then facilitate informed discussions on policy alternatives.

CNTA has been facilitating these types of conversations at events and have hosted hundreds of roundtables, speakers, and information sessions on nuclear topics for over 30 years. As a small grassroots organization, we need to bring on additional staff to commit to an implementation grant that would include speakers, roundtable discussions, and collaborative projects with other groups to understand not just how communities engage, but how to posit the issues in ways that are more likely to be better understood and well received, fostering informed support.

1. Moerman, Michael. *Talking Culture: Ethnography and Conversation Analysis*, Philadelphia: University of Pennsylvania Press, 1988. <https://doi.org/10.9783/9780812200355>

Project Narrative

Statement of Purpose:

In this proposed planning grant, Citizens for Nuclear Technology Awareness (CNTA) proposes to build our organizational capacity to fully engage in the NuWaDi consortium's project researching consent-based siting and how communities collaboratively make decisions. The plan laid out in this planning grant includes two specific types of organizational capacity growth (an increase in staffing and technical/communications support) and a series of events and activities to start laying the groundwork for a full implementation grant.

Early activities will help CNTA build relationships with stakeholders and have conversations with nuclear experts on the language we use. The words we use matter, and we want to be able to discuss nuclear waste, consent-based siting, and many other nuclear materials concerns in a way the average citizen can relate to. Without this equal footing starting point, no community can hope to make an informed decision².

Action Plan:

CNTA and our experts can assist non-nuclear groups participate in the NuWaDi Consortium by providing expertise; we need additional resources to fulfill these requests. However, when our experts do communicate with non-nuclear industry groups, we often face a challenge of using terminology and language they do not understand. We need to focus our energies on first making the content we want to discuss something the average citizen stakeholder understands. One should not need to be a policy expert or nuclear industry leader to be able to participate in these conversations.

CNTA will utilize our position of being the community organization on all things nuclear to benefit the project. Our membership is a diverse cross-section of the region and includes local elected officials, members of civic organizations, clergy, teachers, young professionals, retirees, and more. We plan to utilize our members' networks and partner with a wide variety of organizations and groups across the region to host productive conversations on nuclear materials and the public policy concerns regarding a waste repository. We don't want to just hear what people who come to us have to say, we plan to go to a wide range of churches, organizations, clubs, and schools across the region and hear from individuals who are supportive, against, and simply uninformed on nuclear issues.

As with all public policy involving a "NIMBY" (Not in My Back Yard) issue, there are many competing theories on how a community can best move forward. We all need these structures, but for financial, political, moral, or misinformation reasons the public often does not support them. Consider the classic case of a town needing a new landfill. Everyone needs it, but no one wants it near them. A nuclear waste repository is the classic example of this policy problem. The only way to change public opinion and gain public support on one of these projects is by

² Moerman, Michael. *Talking Culture: Ethnography and Conversation Analysis*, Philadelphia: University of Pennsylvania Press, 1988. <https://doi.org/10.9783/9780812200355>

education and compensation³. Our project seeks to better understand how the language we use can shift public opinion on support for a nuclear waste repository, but more generally shift opinion on nuclear materials.

The plan laid out in this planning grant includes three parts – staffing increases, community engagement, and messaging/coordination/overhead. Through these three sections, we build on our already successful history to grow the organization and position ourselves to dive fully into the idea of how we communicate on nuclear waste, siting of waste repositories, etc., and CNTA will be able to collect meaningful data on how perception is changed based on how the relevant topics are presented.

Community Engagement:

The proposal, while focusing on increasing our organization’s capacity, includes starting the process of engaging with elected leaders by attending city and county council meetings, hosting focus groups of nuclear experts to discuss language, hosting a planning session with CNTA volunteers, board members, and new staff once hired, and hosting an Up and Atom to introduce the NuWaDi consortium to the CSRA, and educate the public on how they can also engage in the project.

Our Up & Atom breakfast series is a chance for the community to hear from speakers on subjects related to nuclear technology and its impacts on society. We host about seven of these events a year, and the topics range from progress at Plant Vogtle on Units 3 & 4 to college interns discussing their experiences at the Savannah River Site. A listing of previous speakers is available at: <https://cntaware.org/previous-up-atom-speakers/>. The Up and Atom to introduce the NuWaDi consortium is scheduled for June 5, 2024 and is open to the public and will be advertised. The cost associated with this grant is the time and resources it takes to plan an event like this. We are also going to offer financial assistance for individuals who would like to attend but cannot afford the \$20/person cost of attending.

The focus groups of nuclear experts are to gather a group of experts/leaders in the industry and discuss alternative word usage. “Nuclear waste” has an inherently negative connotation to the public and stops conversations before they can begin. Many other terms we use without second thought are foreign concepts to the average person. These focus groups will be invitation-only and will allow experts and stakeholders in the nuclear industry a safe place to discuss alternatives.

From the focus groups, we plan to use several alternate terms in a survey to gauge what terms are more or less likely to allow the average citizen to be open to learning more. We will also gauge the effect of language usage when we meet with the non-nuclear organizations that have already been asking for expert assistance.

Many of these efforts on the survey, networking, and future plans for the full implementation grant will have CNTA partnering with other community groups like Clean UP Aiken, the Aiken

³ Foster, D., & Warren, J. (2022). The NIMBY problem. *Journal of Theoretical Politics*, 34(1), 145-172. <https://doi.org/10.1177/09516298211044852>

Chapter of the NAACP, and local rotary and civic organizations. In these endeavors we will partner with other nuclear related groups, such as the SRS-Community Reuse Organization, Savannah River National Laboratory, etc. These plans will be finalized by August. But those conversations have already started, and we are excited to be able to partner with other nuclear related groups on this Department of Energy funded project.

Staffing:

In this planning grant we are committing existing staff time to engage a contract project director and contract expert consultant to oversee our full participation in this consortium and provide a detailed implementation grant by August 2024. These two contract positions would take the daily task of grant management and coordination off the hands of the executive director for the implantation grant. While she would still directly be involved and participate, she does not have the time available to directly manage a full implementation grant. The implementation grant would build on the framework laid out, and actions taken, in the above section.

We also need to hire a part time communications staffer to account for the increased demands on existing staff's time. This part time position would oversee CNTA's website, media messaging, social media, and all marketing and communications coming out of CNTA. This would be the point person under the project director to advertise and coordinate the roundtables, and other events planned.

CNTA plans to commit 24 hours a month of the executive director, 15 hours a month of the nuclear technology advisor, and hundreds of volunteer hours across June, July and August to hire the additional staff and engage in early discussions on the project. Because of the many volunteers expected to participate, we direct you to our website (www.cntaware.org) for information on our Board of Directors instead of trying to include their resumes here due to space constraints.

The project director and expert consultant will both be contract positions to finalize specific details on the implementation grant and will engage with our early events laid out in this planning grant. The communications staff will take over the media/coordinating events, and marketing by July. None of these positions have been identified yet, so their information would be included in the implementation grant proposal.

Messaging/Coordination/Overhead:

To accomplish the above, CNTA needs to advertise the public event, coordinate the smaller private events, the positions we are hiring, and need to hire three new contract/part-time employees. This third category includes use of CNTA's office and supplies, advertising, and the costs associated with bringing on these new employees. It also includes the two new computers we would need, and the tech support for getting two contract employees and one part time employee the materials and access they need.

Key Personnel:

The current key personnel for this planning grant are CNTA's executive director and our nuclear technology advisor. They will be assisted by members of CNTA's board of directors to fill the above stated new positions.

Dr. Allison Hamilton, CNTA's Executive Director, has a background in nonprofit management, and a PhD in political science. She has scholarly publications in public policy, communications, and political behavior journals. She brings a unique policy background to this inherently complex discussion on a technical political question. Her understanding of local governments, local politics, and stakeholder engagement will be utilized to ensure the early conversations provide useable alternative language we can use in future public conversations.

Dr. Hamilton will oversee the implementation of this planning grant and will, with the assistance of Dr. Marra and volunteers, ensure quality deliverables while also ensuring additional key personnel are brought on board in the timeline laid out below. Working with the project director, she will finalize details and submit an implementation grant on behalf of CNTA before the August deadline. She will directly participate in an implementation grant, if awarded, but will hand over the daily management of the project to the contracted project director at that point. She has already started conversations with both nuclear and non-nuclear organizations, as well as elected leaders across the CSRA about the NuWaDi consortium, CNTA's plan for engagement, and why having these conversations about consent-based siting and nuclear waste are necessary.

Dr. James Marra, CNTA's Nuclear Technology Advisor, has a vast history with nuclear materials at the Savannah River Site. He brings to this project a technical expertise and network of other industry experts to help shape the language we use. He will participate in the hiring of new staff and will help onboard the new project director and nuclear expert to finalize an implementation grant proposal by the end of August.

Timeline:

June-

- June will start with a bang as CNTA hosts the NuWaDi Consortium introduction Up and Atom on June 5th. We anticipate 120-150 people to attend this event and learn more about what the project is and how they can be involved.
- Advertise and hire the contract project director.
- Schedule our two focus group events and the CNTA stakeholders planning session.
 - Send invites to the experts to the two focus groups.
- Advertise the contract nuclear expert and communications part time positions by mid-June
- Purchase and set up additional computers and software requirements.
- Networking with elected leaders.
- Coordinate with partner organizations like SRS Community Reuse Organization on their grant efforts.

July-

- Hire the communications position and the nuclear expert.
- Onboard the contract project director.
- Hold the CNTA stakeholder planning session.
 - Will be time for new staff to meet CNTA board, volunteers, and sponsors.
 - From this, will have list of CNTA volunteers, their expertise, and plans for how they would like to participate in future project.
 - Will have the basis of what CNTA's implementation grant will entail.

August-

- All staff positions will be onboarded.
- CNTA volunteers, board members and staff will have clear understanding of the implementation grant scope and focus.
- Hold two nuclear expert focus groups. Each of these will invite industry leaders to dinner to discuss terminology alternatives and discuss how to start conversations on nuclear waste to a non-nuclear audience.
- Submit implementation grant to the NuWaDi consortium before August 30, 2024.

Deliverables:

The deliverables from this planning grant are three-fold.

1. Community Impact.

CNTA anticipates reaching between 120 and 150 people with the June Up and Atom. This event will be a chance for the public to learn more about the NuWaDi Consortium, why the Department of Energy is engaging in this process, and how they can participate.

We also expect roughly 25-30 retirees to do interviews after this event on how nuclear has impacted their lives. More retirees and current CNTA members will be invited to write or record their experiences as part of the larger NuWaDi research project. Over 600 individuals will receive the invitation to participate.

During our CNTA stakeholder planning meeting we anticipate having about 30 individuals who are willing to donate their time to participate in facilitating discussions on nuclear waste, consent-based siting, alternative terminology etc.

The less easily measured, or directly related, impacts are the number of individuals who see advertisements about this event, advertisements about our hiring positions, and those who apply for our positions. Estimated impact on social media, print/visual media, and website hits will be recorded and reported. A counting of those who applied or asked for more information on the positions will also be available.

2. Terminology alternatives

CNTA hopes to have alternative language for some of the most commonly used and misunderstood phrases the Department of Energy and nuclear experts use. When individuals don't understand something, the conversation stops before it can even begin. We hope to find alternatives that can facilitate a productive conversation, not a lecture at someone. We will host the two focus groups to gain ideas and work with the SRS Community Reuse Organization on testing some of the best phrases/alternatives on the informed public before any usage among the general public would commence.

3. Capacity increases

A large part of this planning grant is capacity building. Key deliverables to the success of this grant are to have the additional staff and supplies in place by August to allow CNTA the ability to apply for an implementation grant.

Budget:

Class Category	Amount
a. Personnel	\$11,050.00
b. Fringe Benefits	\$0.00
c. Travel	\$536.00
d. Equipment	\$2,000.00
e. Supplies	\$1,200.00
f. Other	\$5,150.00
g. Total Direct Charges	\$19,936.00
<i>i. Indirect Charges limited to 10%</i>	0
j. Total Charges	\$19,936.00

NuWaDi Consortium
CNTA Planning Grant
June-August 2024

Item	Justification	Subcost	Cost
Staffing			
Executive Director	Oversee Marketing, Hiring, Planning process, attend council meetings & plan events	\$50/hr x 69hrs across 3 months (23 hours a month)	\$ 3,450.00
Technology Advisor	Networking, community relations, hiring process	\$30/hr x45 hrs across 3 months (15 hours a month)	\$ 1,350.00
Project Director	Will coordinate & oversee all aspects of the grant & track deliverables. Will hire first month of award (June) Will be a contract position.	Contract for \$2500 to coordiate CNTA activities in this consortium. Will spearhead the implementation grant application, focusing on deliverables & community impact.	\$ 2,500.00
Expert Consultant	Hiring a part time nuclear expert to coordinate community events. Will be a contract position exclusive to this grant.	contract for \$1000 for planning period. Expect by August to be at 5+hrs a week. If awarded implmentation grant would contract for \$5,000	\$ 1,000.00
Marketing/Communications Support Staff	Part time help with communications, marketing, website/social media, coordinating event details, etc.- will hire in June, start in July	\$25/hr x 10hrs/week for two months (\$20 pay, \$5 fringe/taxes etc). If awarded implementation grant, would continue at this rate.	\$ 2,000.00
Accountant	Coordinate payments for contract/part time staffing, tracking grant expenditures independent of organizations primary budget- would contract with someone in June.	\$50/hr X5hrs/month for three months	\$ 750.00
<i>Subtotal:</i>			\$ 11,050.00
Events			
Up & Atom NuWaDi introduction	Up & Atom planned for June 5th. Will need staff/support to coordinate event, registration for attendees, advertising event etc. Will also offer 'financial assistance' for anyone wanting to attend who cannot afford the \$20 cost	\$1000 is our usual 'overhead cost' to coordinate/plan one of these events. Will also offer 'financial assistance' for anyone wanting to attend who cannot afford the \$20 cost	\$ 1,100.00
City/County Council Meetings	Travel cost to attend to build partnerships/coordinate future events. Plan to attend meetings in Aiken, Barnwell, Allendale & Edgefield Counties to start. This cost is an estimate based on distance from CNTA's office in Aiken. Ex: County Councils are-33 miles to barnwell, 51 miles to Allendale etc	0.67 x est 800 miles for all staff across 3 months. Additional travel expenses will be paid out of CNTA's coffers	\$ 536.00
Foucs Group x2 events	Small "nuclear industry related" roundtable/focus group to discuss langauge. Research alternative phrases/terms for future survey/experiments to see what terms receive most support among the public.	Cost of room, supplies for the event, food & drinks for approximately 25 people for each event is estimated at \$850	\$ 1,700.00
CNTA Strategic Involvement Workshop	Stakeholder meeting of CNTA staff, board, & volunteers to help coordinate our participation with the NuWaDi consortium. Will be held in early August after the project director & consultant positions are filled.	Cost of room-\$150 at Aiken Technical College, food for 30 @ \$20/each	\$ 750.00
<i>Subtotal:</i>			\$ 4,086.00

Messaging/Coordination/Supplies			
Computers	CNTA is bringing on 3 additional staff. We need computers for two & will need tech support to ensure all staff have required programs & access	Laptop computers x2- @ \$900/each (including all aps/programs), Tech support- 4 hours @ \$50/hr	\$ 2,000.00
Marketing	Advertising events, hiring positions etc. Assume use of social media & print media	Current rate for 1/4 page in Aiken Standard online & print for 1 month run is \$900. Will not need this run time, but good benchmark for costs	\$ 1,000.00
Hiring/Contract process	Need to vet & hire consultant, director, & part time media/communications staff. Need to finalize contract language for consultant & director position.	Assume entire process for contracting etc. will be \$200/person	\$ 600.00
Office costs	Use CNTA office & supplies for planning, hiring process etc. Paper, printer, electricity, meeting space etc.	Total cost of office/month is ~\$2,500. Assume ~15% of office time will be spent on this project upramp x 3 months.	\$ 1,200.00
		<i>Subtotal:</i>	\$ 4,800.00
		Total:	\$ 19,936.00

Allison Hamilton Resume

151 Chardonnay Ln
Aiken SC 29803

Email: allison.joy.hamilton@gmail.com
Phone: (803) 622-0856

Education

Ph.D. Political Science, University of Iowa. 2013.

Fields: American Politics, Formal Modeling, and Methodology

M.A. Political Science, University of Iowa. 2012.

M.A.P. Master of Applied Politics, University of Akron. 2007.

Focus: Grassroots organizing, Campaigning, and Lobbying

B.A. Group Social Studies for Secondary Education, minors in Spanish and Psychology, Grand Valley State University. 2005.

Skills

- Oversaw budgetary system distributing millions to various non-profit entities and dealt with accounting system to ensure money spent appropriately.
- Have organized events ranging from intimate coffee with President Clinton to 3000+ dinner/dance celebrations.
- Experienced with RFP's and Grant-writing. Knowledge of non-profit funding and government budgeting including Grants.gov, S.A.M. system, Blackbaud, Bloomerang, and cybergrants.
- Written reports and publications for non-profits, government agencies, and peer reviewed articles using advanced statistics. Oversee all publications for a STEM non-profit organization.
- Over 20 years working with Excel, Access and other Microsoft Products
- Experienced with C++, database creation and management, website creation and maintenance.

Relevant Experience

Executive Director > Director of Operations > Office Manager

Citizens for Nuclear Technology Awareness, December 2017-Present

- Coordinate activities with other organizations and educational institutions to ensure maximum impact for our efforts.
- Work with board members, volunteers, and community supporters to keep CNTA relevant in a changing world.
- Work at an educational non-profit doing everything from fundraising to membership relations to public relations and marketing to finance.
- Coordinate events for everything from small breakfasts to events with hundreds of people. Budgets range from 'free' to over \$20,000.
- Oversee all aspects of digital media. From Facebook and Twitter to updating the website.
- Am the finance department. From creating the annual budget, to processing invoices to paying scholarships to working with the accountant. Oversee the annual 990 and track actual versus anticipated costs and income.

Visiting Faculty of Political Science (Instructor)

Middle Georgia State University / University of South Carolina Aiken, 2016-present

- Teach American and Georgia government to students with vastly different backgrounds.
- Have taught courses on public policy, state and local government, electoral decision-making, media bias, Congressional decision-making, research methodology, etc.
- Incorporated community leaders for presentations to give students real-world examples and exposure students to potential future employers.
- Emphasize to students the need for time management, interpersonal communication, and accountability.
- Encouraged students to evaluate their experiences in light of classroom facts.

Database Administrator > Graduate Assistant

University of Iowa, Iowa City IA/ April 2008-February 2014

- Partnered on a variety of grants from an NSF grant for the City of Chicago to a longitudinal study of the effects of Osteoporosis.
- Compiled and wrote final reports for clients to close out their projects.
- Published scholarly articles on various facets of politics and public policy.
- Created simple and advanced statistical modeling of data to ensure a representative sample and predicted probabilities.
- Oversaw a call-center where I was responsible for scheduling, ensuring the end data-product was valid, answering questions from respondents and callers, and talking down irate individuals. I was also responsible for validating time-cards and reporting any bonuses.
- Used C++, Sensus, Wincati etc. to create the survey collection databases.
- Coded the data and created codebooks for distribution using STATA, SAS, SPSS, Excel's add-on etc.

Select Publications

“Does Policy Adoption Change Opinions on Minority Rights? The Effects of Legalizing Same-Sex Marriage.” 2014. *Political Research Quarterly*. (with C. Tolbert and R. Kreitzer).

<http://journals.sagepub.com/doi/abs/10.1177/1065912914540483>

“Gender Stereotypes, Information Search, and Voting Behavior in Political Campaigns.” 2013. *Political Behavior*. (with T. Ditonto & D. Redlawsk).

<https://link.springer.com/article/10.1007/s11109-013-9232-6>

“Measuring Digital Citizenship: Mobile Access and Broadband”. 2012. *International Journal of Communications*. (with K. Mossberger and C.

Tolbert). <http://ijoc.org/index.php/ijoc/article/view/1777>

“The Legalization of same-sex marriage in a state is a signal that causes certain groups to change their opinion to support the policy” 2014. London School of Economics and Political Science- US Politics and Policy Blog. (with R. Kreitzer & C. Tolbert).

<http://bit.ly/1uCQ9BY>

“Gender stereotypes mean that voters look for more information on women candidates’ competence than they do for men.” 2013. London School of Economics and Political Science- US Politics and Policy Blog. (with T. Ditonto & D. Redlawsk).

<http://blogs.lse.ac.uk/usappblog/2013/09/26/gender-stereotypes-voter-information/>.

“Political Engagement and the Internet in the 2008 U.S. Presidential Election: A Panel Survey.” 2012. In *Digital Media and Political Engagement Worldwide: A Comparative Study*. ed. Eva Anduiza, Mike Jensen, & Laia Jorba. Cambridge University Press. (with C. Tolbert).

James Marra Resume

To be added- no more than 2pgs

Then to finalize- COI Forms