



Communications Action Plan Checklist

#	Required	Complete?
1	Have we determined what information is crucial to the EMS that is required to be communicated internally?	Yes <input type="checkbox"/> No <input type="checkbox"/>
2	Have we determined what information is crucial to the EMS that is required to be communicated externally?	Yes <input type="checkbox"/> No <input type="checkbox"/>
3	Have we determined the frequency at which these communications will take place?	Yes <input type="checkbox"/> No <input type="checkbox"/>
4	Have we determined who is required to receive the information that is being communicated?	Yes <input type="checkbox"/> No <input type="checkbox"/>
5	Have we assigned responsibility for who will be communicating the information?	Yes <input type="checkbox"/> No <input type="checkbox"/>
6	Have we determined a process for how the information will be communicated? (Internal training, contractor packages, new visitor sign in package, intranet, public website etc.)	Yes <input type="checkbox"/> No <input type="checkbox"/>
7	How do we ensure all information we are communicating is accurate and up to date? This is especially important when multiple departments are responsible for communicating information. As changes and updates are made, we want to ensure that the correct information is being provided.	Yes <input type="checkbox"/> No <input type="checkbox"/>
8	Have we communicated compliance obligations to all of those who have the potential to impact them or who can be impacted by them?	Yes <input type="checkbox"/> No <input type="checkbox"/>
9	Do we have a process in place for responding to communications from the public or from internal employees regarding the EMS?	Yes <input type="checkbox"/> No <input type="checkbox"/>
10	Are these communications well documented? Example, inquiries from the public, internal inquiries, complaints from neighboring properties etc.	Yes <input type="checkbox"/> No <input type="checkbox"/>
11	Is there a plan in place to communicate objectives, environmental achievements, etc. to the public or interested stakeholders?	Yes <input type="checkbox"/> No <input type="checkbox"/>

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Tips

Developing a Communications Action Plan in accordance with EMS Guidance Section 3.4.4:

Communication and Awareness

- Awareness and communication efforts should include:
 - Understanding the Environmental Policy
 - Importance of conforming to the requirements of the EMS
 - Employee and contractor contribution to the effectiveness of the EMS
 - Benefits of improved environmental performance
 - Responsibilities and accountabilities within the EMS
 - Significant environmental aspects and associated impacts of work activities
 - Identified risks and opportunities to be addressed in relation to work activities.
 - The consequences of the departure from EMS requirements, including the organization's compliance obligations.
- Establish processes for internal and external communication, including:
 - What information needs to be communicated?
 - When or under what circumstances it needs to be communicated
 - To whom it needs to be communicated
 - How it will be communicated
- Respond to relevant questions, concerns, or other inputs about the EMS and maintain records of the communications received.

Considerations for Communication and Awareness

- Examples of methods to increase awareness of the EMS can include:
 - Including details of the Environmental Policy, legal and other requirements, environmental aspects and impacts and general EMS information in orientation materials for new employees, contractors and visitors.
 - Promotional signs and banners throughout operations and common gathering areas
 - Information campaigns that provide information regarding the EMS with regular frequency
 - Brown bag sessions
 - Include EMS information as part of discussions at health and safety committee meetings.
 - Intranet announcements
 - Formal EMS training

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Steps to developing a Communications Action Plan:

1. **Define what will be communicated:** Take into consideration things like improving awareness internally and externally, promoting sustainable efforts or achievements that can enhance the railway's reputation, communications to achieve compliance, etc.
2. **Identify who the information will be communicated to-** categorize the groups of individuals internally and externally who require information pertaining to the EMS to be communicated to them.
3. **Develop a Content Calendar-** to ensure all information relevant to the EMS is communicated to the correct individuals and in a timely manner, use the RAC content calendar to decide how information will be shared. This content calendar can also outline selected communication channels and assign responsibility to those who are required to communicate the information.
4. **Regularly Review and Adjust-** We want to ensure all information that is being communicated is accurate and ensures compliance. Review the internal and external communications and evaluate if all information is accurate, is compliant with current legislation, meets industry standards, and assess the effectiveness of the communication efforts. This step may include training for those employees responsible for communicating information internally and externally.