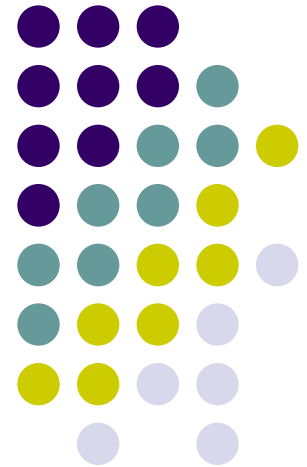


Community Advisory Panels (CAPs)



January 2014



Definition of CAP

- Small group reflective of community
- Meets routinely with plant managers
- For constructive dialogue
- Focuses on health, safety, environment – and other quality of life issues like workforce development, industry support of education
- Advises plant how to improve in response to community concerns and expectations



Plant relations with public

- CAP differs from PR and community relations
 - Public relations – *look* good
 - Community relations – *do* good
 - CAP – *be* good
- CAP is a relationship based on two-way, face to face communication about sometimes difficult issues and concerns.
- CAP works in the public interest
 - Variety of views about what that is

Why CAPs exist



- To build relationships with communities impacted by the plant
- To identify community concerns--and try to resolve them
- To familiarize members with plants and plant processes
- To talk about plant news--good and bad
- To let plant test ideas with the community



CAPs are voluntary

- Support from both corporate leaders and plant management
- Assessment of whether community finds CAP desirable and feasible
- Steering committee organizes the CAP
 - Groundrules, member selection, name
- *Origin of most CAPs is chemical industry Responsible Care program*

CAP membership reflective of communities served



- Define communities to serve
 - Affects membership and communications
- Diverse demographically and geographically
- Diverse in attitudes toward industry and plant
- Diverse in backgrounds and interests
- People invested in community because they live there or spend days working there
 - Unless they offer unusual expertise

CAP organized, operated well



- Has groundrules – knows why it exists and its powers and duties
- Receives meeting notes and other materials
- Has mechanisms to obtain public input and share what is discussed at meetings
- Is facilitated fairly, efficiently, and effectively

CAP deals with issues: public expectations, concerns, questions



- Major topics needing one or more meetings to address; e.g. air, water, security, transportation, workforce development
- Annual reports; e.g. air emissions, air monitoring, worker safety
- Routine updates on plant operations
 - Environmental, safety, business, outreach
- Agendas include time for members to “ask or say anything”



CAPs bring about change

- Emergency communications have improved
- Emission reductions prompted by tracking trends
- Air monitors installed where community wanted
- Continuous improvement in worker safety by tracking OSHA injury rates that let plants compare themselves to peers

- *Plant managers say CAPs give the public a face to remember in day to day decisionmaking*
- *For plants, CAPs have built relationships with more people and where dialogue about issues was lacking.*

Questions...



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