

Ashland Specialty Chemical Company, Aristech Chemical – Neal, West Virginia

Panel: Neal Community Advisory Panel

Panel Highlight: Membership Selection and Diversity

Case Study:

Membership Selection
and Diversity

On April 13, 1992, nine community members and two industry representatives met in a room in Ceredo, West Virginia, to talk about communication between two local chemical plants and their neighbors.

That evening, the Neal Community Advisory Panel (CAP) began. Eight years later, the group still meets to provide an open forum of communication between Aristech Chemical, Ashland Specialty Chemical Company and the residents who live in the communities near these plants.

Since the beginning, the Neal CAP has been an example of membership selection and diversity. Neal CAP members come from all walks of life, and have included a high school teacher, pastor, volunteer fireman, high school student and several active retirees. As members have moved off the panel, the group has sought to continue its membership diversity. The group itself has played a large role in the recruitment of new members.

CAP meeting discussions have included such industrial issues as air and water emissions, Responsible Care® and what it means to the industry, emergency response procedures and other issues regarding health, safety and the environment. Recently, the CAP helped the plants communicate their Risk Management Programs, which included worst case and alternative case scenarios, emergency response capabilities and accident prevention programs. The CAP also has helped Aristech and Ashland Specialty Chemical conduct plant open houses.

The panel has played an important part in starting a piece of the emergency response effort. In January 1993, the Neal CAP discussed the issue of installing a 9-1-1 system for Wayne County. With its preliminary research, the CAP soon learned the county needed to have a system in place. After a meeting with the county's commissioners, work on the 9-1-1 system effort began. Five years later, Wayne County had a fully operational 9-1-1 center.

Other activities the CAP has been involved in include an Adopt-A-Highway project, the Big Sandy River Sweep, shelter-in-place education, warning siren system awareness and education and Local Emergency Planning Committee (LEPC) planning drills.

Although the accomplishments of the CAP are many, the group is not slowing down. Instead, the CAP is continuing its efforts to bring together Aristech Chemical, Ashland Specialty Chemical Company and the communities in which they operate.

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Hercules; Dyno-Nobel – Louisiana, Missouri

Panel: Hercules—Dyno-Nobel Citizens Advisory Panel

Panel Highlight: Management of a CAP

Case Study: Management of a CAP

In November of 1996, the Hercules plant in Louisiana, Missouri, had a meeting to determine if there was enough interest in the community to start a citizens advisory panel (CAP). One month later, the Hercules—Dyno-Nobel Citizens Advisory Panel had its first meeting.

Hercules worked with a consultant to organize the panel, which was originally comprised of eight community members. The CAP changed facilitators after several years, and this marked a turning point in the progress of the group. The panel began to expand, and Hercules invited a neighboring Dyno-Nobel plant to join as a co-sponsor.

As the group grew in number, committees began to form to coordinate work in communications, education and a plant museum project. The museum committee began to work with the city museum to organize a display about the history of the Hercules facility. The result was a room in the city museum dedicated solely to the history of the plant. The panel helped organize an opening ceremony. An article was published in the Hercules company magazine to promote the project.

The communications committee has worked with the plant to identify concerns of the community. Panel members organized and participated in a canvassing effort that distributed surveys to members of the community. Surveys, along with self-mailing envelopes, were placed in two area newspapers. From these results, Hercules has been able to see what community concerns exist and how the company should address them.

Hercules worked with local schools before the CAP was formed, but the effort lacked focus. The panel's education committee was kept informed of the Partner-in-Education Project to provide

computers to local schools, job-shadowing opportunities and internships. The education committee also reviewed the development by high school students of the a plant website, which is linked from the Hercules corporate site. Focusing the plant's educational outreach also was a goal of the committee, and this effort resulted in an annual school field trip to the plant. The outing brings three sections of the local fifth grade elementary school classes to the plant each year. The day-long event includes a bus tour of the plant and a look at the wastewater treatment and energy recovery processes.

The CAP also has worked with Hercules to present the company's Risk Management Program information to the community. CAP members play an integral role in selecting new panel members.

The use of committees to organize panel projects has given the Hercules—Dyno-Nobel CAP the ability to reach out to the surrounding community using focused efforts.

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Deer Park Community Advisory Council – Deer Park, Texas

Highlight: New Member Orientation

Whether it is the first or the fiftieth meeting for a community advisory panel (CAP), welcoming new members should always be a top priority. However, there is more to welcoming new members than just laying down the welcome mat. The new members need to be orientated into the entire panel process.

During the first organizational panel meeting there is going to be a lot of time dedicated to acquainting new members with one another and the entire panel process. However, when new members join after a panel has been operating over a period of time, they also need to be educated about the panel's past. Unlike the initial membership, they also have quite a bit of history to learn.

Preparing to enter their eleventh year as a community advisory organization, members of the Deer Park Community Advisory Council (DPCAC) in Deer Park, Texas, have developed an organizational orientation program, and an issue orientation program providing the council with the ability to effectively and efficiently orientate new members, while keeping the entire council process and endeavors moving forward.

In addition to providing new members with information about the council's purpose and processes, the council members saw a need for familiarizing new membership with the council's past endeavors and issues. As a result, the council developed an orientation manual.

The DPCAC orientation manual provides a summary of the issues addressed through the years by the council. The orientation manual helps introduce new members to the council's processes and activities by providing them with the opportunity to personally review and understand the issues and topics as they were addressed by and presented to the council.

In addition to benefiting the new membership, the orientation manual has proven to be a useful reference for all council members. It has provided

Case Study: New Member Orientation

the entire council with the opportunity to reflect on issues addressed in the past that have resurfaced.

All council members are provided with a copy of the DPCAC orientation manual. In addition to the manual, the council also has history documentation that provides summaries of the events that have taken place throughout each year.

The DPCAC new member orientation endeavors have proven to be quite effective. The information also provides recorded documentation to serve as a historical reference for the organization and community. The recorded information helps address questions and concerns from the past, while bringing new ideas and issues to the table when new faces and fresh eyes review the information.

The DPCAC has more than 40 active members. Company sponsors include Delta Chemical Services, The GNI Group, Hampshire Chemical, Intercontinental Terminals, Lubrizol Corporation, Oxy Vinyls, Rohm and Haas Lone Star, Rohm and Haas Texas, RohMax, Safety-Kleen, Shell Chemical Company, Shell Deer Park Refining Company and Vopak Terminal-Deer Park Inc.

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DuPont Washington Works – Parkersburg, West Virginia

Highlight: CAP Viability

When a community advisory panel (CAP) is developed, it is a goal for the CAP to grow through addressing issues and sharing information, in addition to working to improve the quality of the community. The DuPont Washington Works Responsible Care® Team is an example of how one CAP has thrived for over 10 years by engaging communities in a variety of ways.

Located along the Ohio River near Parkersburg, West Virginia, DuPont Washington Works organized its Community Responsible Care® Team – the name of the site's CAP – in October 1990. Its purpose is to represent and serve the communities of Lubeck, Parkersburg and Washington, West Virginia; and Belpre and Little Hocking, Ohio. The Team was formed in response to the Responsible Care® objective of opening dialogue between the chemical industry and the communities in which it operates. The site recognized the need for more community interaction to improve communications with its neighbors and to increase awareness about the facility.

The Team's interests and outreach ideas have evolved into a mixture of community activities and publications, suggested and developed by Team members with DuPont's assistance. The Team represents a cross-section of the community, with members ranging from homemakers to educators to emergency responders, as well as representatives of various community organizations including the Wood County Solid Waste Authority, West Virginia Division of Natural Resources and Lubeck Public Service District.

The Team's longevity and viability have been a result of its involvement in a variety of area activities and events. These include household hazardous waste collection days, riverbank clean-up projects, and participation in school environmental fairs. Team members also have

Case Study: CAP Viability

participated in the West Virginia Division of Natural Resources Adopt-a-Dump Program.

The Washington Works Team has collaborated with area schools on such projects as the disposal of science lab chemicals and involvement in school Earth Day Programs. The Team also worked with the local newspaper office to create a one-time publication called *Envirowise*, an environmental awareness magazine used to educate local students about environmental issues and ways in which the students could make a difference in helping to protect the environment.

Maintaining organizational productivity has made the Team's entire outreach process more interesting and motivating for the Team's members by allowing them to see that their endeavors can make a difference in the communities in which they reside and work. Their motivation, in addition to their diversity of activities and membership, reinforces the value of their contributions.

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Lubrizol Corporation – Painesville, Ohio

Panel: Lubrizol Community Advisory Panel

Panel Highlight: CAP Revitalization

Located on 160 acres of land in Painesville, Ohio, Lubrizol's Painesville Plant has been an industrial fixture in the community since the company purchased the facility from Clifton Products in 1956. In November 1993, Lubrizol formed a community advisory panel (CAP) to better communicate with local citizens. While this was indeed a positive step in the communication process, it was only the beginning of what has become a success story of CAP revitalization.

When a new plant manager began managing the facility in 1995, he recognized the opportunity to enhance the panel. When the CAP was originally formed, Lubrizol asked each member to sign a confidentiality agreement to prevent the company's product formulas from being made public. The new manager realized the CAP was not interested in this type of information, and these agreements were holding the panel back. The agreements were destroyed.

The panel continued to bridge the gap between industry and community in the years that followed. Then, in the spring of 1997, Lubrizol realized it had some issues the community needed to know about, such as the plant's hazardous waste incinerator permitting process and the Risk Management Program. The company wanted to get a communications expert involved. The manager worked to bring on a professional facilitator who worked with other CAPs. Together, they developed a plan to chart a new course for the group. Focus groups with existing members, employees and community leaders were conducted to identify issues and potential new members.

This marked a new beginning for the CAP. Lubrizol and the consultant worked together to expand the CAP membership to include a larger cross-section of the community. Also, Lubrizol began seeking more input from CAP members regarding meeting topics. In the beginning,

Case Study: CAP Revitalization

Lubrizol decided what to present to panel members. The CAP now has input regarding what will be covered in its meetings.

With CAP membership expanded and meetings evolved into true open forums, the Lubrizol CAP has flourished. The CAP has been integral in building trust between Lubrizol and its neighbors in Painesville. The panel has produced a newsletter and aided the company in its Risk Management Program presentation.

Even more important has been the CAP's role of communicating important information to the community. Recently, Lubrizol's Painesville facility has been through a transition. It has positioned itself to be more competitive through process changes and downsizing. A new plant manager also has come on board.

Through these changes, the CAP has been able to give the company clear direction about the best method to communicate important information about Lubrizol's Painesville facility to the community.

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Ashtabula Community Advisory Panel – Ashtabula, Ohio

Hiahlaht: Building Partnerships

Located on the south banks of Lake Erie, Ashtabula, Ohio, always has offered many opportunities to local industry. In return, the industry has provided numerous jobs and other community benefits. However, the industry and community members recognize concerns still exists.

In April 1994, the Ashtabula Community Advisory Panel (CAP) was formed to address concerns about the industry and to create a forum for open discussion between industry and Ashtabula area communities. Today, the Ashtabula CAP continues to work to keep communications flowing between industry and community. The panel has evolved into a multi-task organization working to increase and promote awareness about industry, safety, environmental and health. It also has worked to promote science education.

The diverse membership and interests each stakeholder represents and possesses is the main reason the CAP has been able to expand its endeavors.

However, the CAP's diversity and productivity would not thrive if the group did not work as a team. Each individual has ample opportunity for participation and contribution. The equal partnership between the industrial and community representatives was instituted from day one. Organizational bylaws were established to develop a partnership that has continued to evolve and expand.

The partnership concept is implemented during every CAP meeting, as the companies share information about their facilities. Community members are encouraged to share information about what is going on in their neighborhoods and any concerns that need to be addressed.

Each individual's opinion and input counts.

Case Study: Building Partnerships

Proof of this is the number and diversity of activities in which the CAP is involved.

The CAP continuously is relaying information about the industry with the communities during various events, including an annual Earth Day mall event and a 1999 Risk Management Planning (RMP) community forum. The CAP also has taken tours of industrial facilities, a sponsoring company's wetland and the Ashtabula River.

Another tool that has proven to be very valuable to the CAP's endeavors is a CAP newsletter. The newsletter is circulated quarterly and distributed as an insert in an Ashtabula area newspaper. The newsletter provides the entire community the opportunity to give feedback. It also provides CAP contact information.

The CAP's most passionate cause is the promotion of science education. The CAP is working to encourage and promote science education through various educational programs. This includes funding for area teachers to attend an annual conference, a series of science education videos, and a CAP science scholarship program for local high school students.

The CAP is sponsored by five member companies: ASHTA Chemicals, Inc.; Earthline Technologies-A Division of RMI Titanium Company; Millennium Inorganic Chemicals-Ashtabula Complex; Occidental Chemical Corporation; and Praxair.

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Olin Corporation – McIntosh, Alabama

Panel: Olin-McIntosh Community Advisory Panel

Panel Highlight: Recognizing All Participants as Equal Partners

Case Study: Recognizing All Participants as Equal Partners

In 1990, Olin Corporation sponsored an initiative that would create community advisory panels (CAPs) at many of its sites. The corporation saw a need for its facilities to communicate with the residents who live near plant operations. That year marked the beginning of the Olin-McIntosh CAP.

Olin's site in McIntosh represents a large corporate presence in a small rural area. Olin's facility is very visible in the community, and there was a need for enhanced communications and community outreach. When the panel was first organized, there was a challenge of involving every panel member in the dialogue.

It was apparent that many CAP members did not feel comfortable speaking up during meetings. Efforts were made to develop relationships with all members of the panel. As relationships began to develop, a noticeable change occurred. Members who were previously silent developed a comfort level in the CAP setting. This comfort level encouraged their participation in more candid discussions.

Building these relationships took time and commitment. Trust was not built overnight, but with each handshake and conversation, community members began to see themselves as a critical piece in the panel process. Today, members, company representatives and residents recognize they each have an equal voice in the CAP process.

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Community Advisory Panel to Lyondell and Equistar – Channelview, Texas

Highlight: Working to address community concerns

There are more than 300 community advisory panel types of organizations throughout the United States. The formation of a community advisory panel is usually the result of the need for communication between industry and community. Although there are a lot of detail-oriented differences among the various panels across the country, one thing all community panels have in common is the goal to get the community and industry to work together and become involved with CAP endeavors by educating neighbors about the industry and relaying their concerns back to the industry.

In Channelview, Texas, community members have always been very interested in and observant of their industrial neighbors, Lyondell (formerly ARCO Chemical) and Equistar (formerly Lyondell). More attention turned toward the industry in the early 1990s, when the ARCO plant experienced an unfortunate accident involving fatalities. Prior to the accident, the two companies were planning to form a community panel. After the accident, a steering committee of company and community representatives agreed to proceed with the panel development.

In May 1991, the Community Advisory Panel to Lyondell and ARCO (CAPLA) was formed. Today, the panel is CAPLE (Community Advisory Panel to Lyondell and Equistar), which is a result of the Lyondell-ARCO and Equistar-Lyondell acquisitions.

Since the panel's formation, the community has seen efforts by the industry to address their concerns. Improved communication about emergencies has been a focus, as have emission reductions. One of the main and most successful endeavors has been a joint community-plant effort called the Source Reduction Project. The goal of eliminating emissions rather than minimizing those that have been created grew out of discussions of an expansion and the impact it would have on the community. The discussions took place in the CAPLE Emissions Subcommittee but also involved non-

Case Study:

Working to address community concerns

CAPLE community advocates and environmentalists. Although the idea for a source reduction project came from outside the CAP, it gained CAP's support when the plants asked their advice.

The Channelview community members have often linked industrial emissions to community health and environment. Industry does not agree they are linked but is making changes to address community concerns by preventing pollution.

The Source Reduction Project began in September 1997. The project participants were able to meet, on a regular basis, face-to-face with one another to have in-depth discussions. It was a step-by-step process that helped the industry, community and CAP members work together as a team to focus on the source reduction. As a result, in November 2000, the report of the first phase of the Source Reduction Project reported the achievement of several goals, including actual reductions in emissions and improvements aimed at reduced flaring (which include both source reduction and waste minimization). The project overall also has evolved into a continuous improvement effort.

As stated in the Channelview Source Reduction Project November 2000 Report, "Everyone in the project has changed. The dynamics of the group and the relationships involved helped change attitudes toward issues. Both community and plants found benefits in working together on source reduction."

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Panel: Polk County (Florida) Industry Community Advisory Panel
Panel Highlight: CAP Outreach Ideas

Case Study:

Characteristics of a Successful CAP

In May 1994, the manager of an Ashland Specialty Chemical Company plant in Bartow, Florida, had a vision of being involved in a group that would allow him to communicate directly with members of the plant's neighboring communities, similar to the panel he had been working with at another location. Less than a year later, the Polk County Industry Community Advisory Panel (ICAP) was born.

During the year leading up to the panel's first meeting, the Ashland Specialty Chemical Company manager was busy recruiting other industry members in Polk County, Florida, to become part of the group. Several companies joined this effort and hired a consulting firm specializing in CAPs. Together, they began the process to find panel members and to establish the CAP.

Early in the panel's history, the group established a self-evaluation process. Each year, the group responds to a survey, which asks a variety of questions about the past year. These responses are then summarized and brought back to the panel, where they are discussed. This often leads to changes that improve the overall performance of the CAP process.

The discussion of the survey responses always includes identifying topics for future discussion. A major topic identified in the past relates to the potential use of phosphogypsum, a waste product of fertilizer manufacturing which is stacked in locations throughout the area. The ICAP increased awareness among regulators and legislators for more usage of phosphogypsum as a resource.

In 2000, discussion resulting from survey responses dealt with the ICAP's bylaws. After five years as an organization, the group felt it needed to adjust the bylaws to make them a more effective organizational tool. The Bylaws Committee was formed and the bylaws were revised to allow the ICAP membership to include a broader cross-section of the community.

One common thread was identified in the responses: working on community outreach. All members agreed the panel needed to do more regarding community awareness. The panel is working to build on the success of its Risk Management Plan project in 1999, an ICAP co-sponsored public event with the Local Emergency Planning Committee. The group's goal is to put together plans for a community-wide event to increase awareness. The members also plan to continue educational projects throughout local schools.

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Velsicol Chemical Corporation – Chattanooga, Tennessee

Panel: Chattanooga Community Advisory Panel

Eight years ago, the relationship between Velsicol and the community developed through the dialogue and success achieved by the Chattanooga Community Advisory Panel (CAP) formed by Velsicol.

Although the first meetings were challenging, the company and community began the process to build trust and respect. Residents were able to see the inner workings of the facility through plant tours and discussions with employees. They began to learn more about the company and its practices, and the company began to learn first-hand about issues that were important to the community. Years later, many residents who previously were among Velsicol's critics are now participants in a process that works effectively as a partnership.

The company has conducted three open house events, each of which has helped to make that early trust even stronger. With the CAP in place, residents have been able to see Velsicol working to cooperate with the community. Also, communicating with the CAP has greatly improved the relationship between the company and the community. A process that emits water vapor caused residents to believe a harmful substance was being emitted, before residents learned that the vapor being emitted was only steam.

Through the CAP process, Velsicol has been able to address several community concerns. Residents wanted to know how they would be notified in the event of an emergency at the facility and Velsicol responded by implementing a community alert network program. The system is automated and is capable of reaching all houses within a one-mile radius of the plant in minutes.

To share information with the greater community, the Chattanooga CAP reaches out to neighbors through its newsletter, entitled *Working*

Case Study: CAP Outreach Ideas

Together. The newsletter features news from the plant and the community.

The CAP also wanted to contact students in the community and started a running feature in the newsletter entitled "When I Grow Up, I Want to Be..." This feature encourages children to stay in school and highlights various jobs in the chemical industry, such as engineers, chemists and electricians. The community also has a chance to learn about CAP members through special newsletter features.

The Chattanooga Velsicol plant also wanted to do more than keep residents updated, so the plant began conducting open houses every two years and invited the entire community to come learn about the plant. CAP members staff a display at the event, which gives members an opportunity to talk with their neighbors about the panel and what has been discussed in meetings.

The Chattanooga CAP sets several examples of how projects can be implemented to inform a community and keep them updated on events.

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Akzo Nobel, DuPont, Acordis, Zeneca, Celanese, ATOFINA, Alabama Power Company – Axis, Alabama

Panel: LeMoyne Community Advisory Panel

Panel Highlight: Responsible Care® Outreach

Case Study: Responsible Care® Outreach

Years before the community advisory panel (CAP) concept was implemented in Axis, Alabama, local industry reached out to residents through a community event that included product displays and plant tours. It was during one of these events that the LeMoyne Community Advisory Panel (LCAP) was born.

The process began with a question included on a survey distributed at the event. It asked residents if they would be interested in serving on a panel that would interact with representatives of local industrial facilities. Many people responded with a positive answer, and 12 residents were invited to be the first members of the panel.

That was eight years ago, and several of those original members still are involved with the CAP. When the panel started, it mostly involved residents learning about the industry and the facility. Many questions were asked and answered, and information about their facilities was shared.

It only took one day to change the focus of these informational meetings. In south Alabama, hurricanes are an issue that must be dealt with by residents and industry representatives alike. On one particular day in Axis, a hurricane was projected to sweep through the area. All of the plants in the community activated their hurricane preparation plans, while it ended up to be a large storm that hit the area. The next LeMoyne CAP meeting was scheduled for the following day and when panel members entered the meeting, they wanted to know more about how the facility prepared for a hurricane. Shortly after, the question was raised, “What would industrial facilities do in the event of an accident at a plant?” The emergency preparedness and

response dialogue had begun.

This dialogue revealed that the plants were well prepared to handle an accident and had their own ambulance services in place. However, it was discovered that smaller communities in the area did not have an ambulance service. The county then started a program to provide ambulance service within these smaller communities, on the condition that the communities could help supply volunteers. The CAP also worked with the community to organize the volunteers needed.

In the years following this first project, the LCAP has become more involved in the Responsible Care® initiative. Plant updates are provided each meeting, and the CAP also focuses on issues such as Toxic Release Inventory (TRI), water permits, yearly chemical release summaries and other issues that are important to the community as the preliminary topic at each monthly meeting.

The LCAP also has a “Responsible Care® Night” which has featured a Responsible Care® trivia game and other activities that help residents understand the initiative.

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Panel: Roche Colorado Community Advisory Panel

Panel Highlight: Responsible Care® Outreach

Case Study: Responsible Care® Outreach

Eight years ago, citizens from Boulder joined a community advisory panel to help serve as the liaison between the community and the local Roche Colorado facility. Since that time, Roche Colorado has worked with the CAP in an effort to meet the spirit of the Responsible Care® program.

Panel members have been directly involved in Responsible Care® by participating in the Management Systems Verification (MSV) process. Several panel members volunteered to be part of the verification team. They toured the plant, investigated Roche Colorado's compliance with environmental, health and safety codes, asked employees about the facility's compliance with these codes and issued their own report regarding the experience. These panel members presented the report to their fellow members of the CAP. This led to a better understanding of Responsible Care® and how Roche Colorado applied this initiative to its operations.

The panel also has been involved with Responsible Care® in its advisory capacity. CAP members have given suggestions to Roche Colorado regarding how to communicate with local citizens, consistent with Responsible Care® principles. Each meeting includes time for CAP representatives to share what concerns have been raised in the community and how they believe Roche Colorado should respond to these concerns.

To aid in this public communication effort, the CAP spear-headed a community survey of residents concerning Roche Colorado. Through this process, the CAP learned what the community did and did not know about Roche Colorado activities. Based on the results of this survey, the CAP has been working to develop a program that meets informational needs of area residents. Potential examples include greater public dissemination of Roche Colorado's pollution prevention efforts.

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Ashland Specialty Chemical Company – Easton, Pennsylvania

Panel: Ashland Specialty Chemical Company Community Advisory Panel
Panel Highlight: General

In 1994, the Ashland Specialty Chemical Company plant in Easton, Pennsylvania, started a community advisory panel (CAP).

In 1998, the CAP added several new members, including the local fire chief, a doctor, a member of the clergy, a teacher and a student. These changes revitalized the group, and the panel began to take a more active role with the facility and the community.

The panel was involved in the Responsible Care® Management Systems Verification (MSV®) process when Ashland Specialty Chemical decided voluntarily to open up this process to the CAP. CAP members were able to communicate the public viewpoint of Ashland's Easton facility during this MSV® process.

The CAP also was responsible for helping to construct the Easton Middle School Environmental Center. This building allows students to observe animal behavior and to see how nature operates on a daily basis. Several students have written literature about identifying different kinds of animals at the center.

Ashland has also worked to involve the CAP in community activities. The group works with the facility to staff a company display at the local chamber of commerce exposition and was an integral part of Ashland Specialty Chemical Company's Risk Management Program (RMP) presentation. CAP members have also assisted in developing company presentations and have participated in the RMP community event.

Emergency response has also been a focus of the CAP. The panel has worked with Ashland Specialty Chemical and local emergency responders to distribute information about a county-wide emergency response drill.

Case Study: General

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Bayer Corporation – Goose Creek, South Carolina

Panel: Bayer Bushy Park CAP

Panel Highlight: General

Case Study: General

Located 25 miles northeast of Charleston, South Carolina is Goose Creek, home of Bayer's Bushy Park facility. The facility's neighbors are mostly military bases and other industrial facilities. The plant has maintained open communications with these neighbors for many years. Until a few years ago, Bayer believed its outreach efforts with neighbors and area groups were satisfactory.

When Bayer participated in the Responsible Care® Management Systems Verification (MSV®) process in 1997, an opportunity presented itself—the opportunity to formally communicate with residents on a regular basis through a community advisory panel (CAP).

Bayer worked with a third-party facilitator to contact a cross-section of the community. The CAP had its first meeting in July 1998. The first task was to communicate with panel members regarding Bayer Corporation and the Bushy Park facility. Less than a year after the panel began, it played an important role in communicating the facility's Risk Management Program (RMP) information. CAP members participated in presenting Bayer's information and helped coordinate this community event.

Since that time, the CAP has continued to be active in the community. Several panel members worked with Bayer to support Kids Who Care, a county environmental education initiative, and helped with butterfly gardens locally at Cypress Gardens and the Bayer site.

Near the end of 1999, both the CAP and the company began an initiative to review notification methods and education needs of the community in the event of an emergency. Several entities came together to form an emergency response group, including military personnel, local emergency responders, CAP members and company representatives. Also, the Berkeley County

CAER / LEPC was invited to participate on the planning group.

Emergency response exercises were conducted in January and May 2000, and a community emergency response drill was held in November of that year, which also served as the annual CAER / LEPC exercise. Through these exercises and drills, as well as discussions that followed, various participants have implemented changes to improve the plans and procedures, while the community has had an opportunity to watch these emergency preparedness plans in action. The CAP is committed to continue to hold annual exercises and keep plans current.

After helping to coordinate the drill, the CAP and Bayer plan to assess community education needs regarding emergency response procedures. This includes reviewing information about how to evacuation and shelter-in-place procedures. The CAP will work with the plant to provide information to schools, military housing communities and other residents. Future plans include a survey in local schools on their use of emergency response plans and information provided for evacuation and shelter-in-place procedures.

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