

# Carondelet 1996 Community Relations Plan

Page 1 of 8

Goal #1: In conjunction with local organizations, work to preserve the stability of the Carondelet neighborhood identified by community leaders as a top priority.

Objective A: Provide necessary financial support which improves the viability of the neighborhood, emphasizing home upkeep, medical services, and self-help/life skills support.

| <u>Audience</u>                      | <u>Message</u>                                                                                                          | <u>Tactics</u>                                                                                                                                                                                                                                                                                                                                                                           | <u>Resources</u>                                                                        | <u>Timetable/<br/>Responsibilities</u> | <u>Evaluation</u>                                                                                                                                                                                                   | <u>Costs<br/>Plant/Fund</u>                           |
|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| community<br>neighbors, and<br>media | Monsanto is committed to being a good neighbor and contributing to the long-term viability of the Carondelet community. | <p>Provide contributions to established organizations with demonstrated achievement.</p> <p>Specific recipients are:</p> <p>Carondelet Community Betterment Federation (CCBFs-House Repair Program)<br/>\$30,000 (N.A.P.)</p> <p>Family Care Center<br/>\$4,000</p> <p>Carondelet Ecumenical Council of Churches<br/>\$2,000</p> <p>Grace Hill/PATCH (Carondelet Center)<br/>\$1,500</p> | <p>Monsanto Fund sponsored donations</p> <p>\$30,000 (N.A.P.)(F)</p> <p>\$9,000 (F)</p> | Annually<br>(1996,<br>1997,1998)       | <p>Confirm local organization's effectiveness by annually reviewing their accomplishments</p> <p>Review worth of each organization with community leaders for feedback. Gauge their interest and participation.</p> | <p>\$24,000 (F) annually</p> <p>(\$15,000 N.A.P.)</p> |

DSW 135736

STLCOPCB4035713

# Carondelet 1996 Community Relations Plan

Goal #2: Maintain Monsanto Carondelet plant's identity as a community resource within the Carondelet-Lemay area.

Objective A: Continue providing science education, emphasizing chemistry and chemical products.

| <u>Audience</u>                        | <u>Message</u>                                       | <u>Tactics</u>                                                                                                          | <u>Resources</u>                              | <u>Timetable/<br/>Responsibilities</u> | <u>Evaluation</u>                                                                                | <u>Costs<br/>Plant/Fund</u> |
|----------------------------------------|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------|
| teachers/students                      | Chemicals are an integral part of our everyday life. | Present "chemistry lesson" to High School students. Emphasize the importance of the products at Carondelet Plant.       | Time of plant personnel<br><br>Supplies       | 1996 and beyond                        | Survey teachers to find out response and top consider expanding next year.                       | \$200 (P)                   |
| science teachers                       |                                                      | Send four science teachers to the NSTA national conference to expand their science and environmental science education. | \$800 annually                                | 1996, 1997, 1998                       | Talk with teachers to see if beneficial to their science teaching. Determine if should continue. | \$800 (P) annually          |
| science teachers/<br>state legislature |                                                      | Sponsor two teachers each year to the Teacher, Industry, and Environment workshop. Hold a T.I.E. workshop.              | Time of plant personnel, supplies, and travel | 1996 and beyond                        | Survey teachers to find out response.                                                            | \$400 (P)                   |
|                                        |                                                      | Conduct workshop in Jefferson City, MO for state legislators, demonstrating value of plant products.                    | Time of plant personnel, supplies, and travel | 1996 and beyond                        | Listen to legislative concerns and ask for feedback.                                             | \$200 (P)                   |

## Carondelet 1996 Community Relations Plan

Goal # 2 (con'd): Maintain Monsanto Carondelet plant's identity as a community resource within the Carondelet -Lemay area.

Objective A (con'd): Continue providing science education, emphasizing chemistry and chemical products.

| <u>Audience</u>                                                    | <u>Message</u>                                          | <u>Tactics</u>                                                                                                                     | <u>Resources</u>                                                | <u>Timetable/<br/>Responsibilities</u> | <u>Evaluation</u>                                                                              | <u>Costs<br/>Plant/Fund</u>           |
|--------------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------|
| Local schools<br>(Lyon Basic, Blow,<br>and Hancock Senior<br>High) | Chemicals are an integral part of<br>our everyday life. | Provide necessary<br>supplies and<br>equipment for science<br>& information<br>technologies. (not<br>provided in school<br>budget) | Monsanto<br>Fund<br>sponsored<br>Program<br>\$2,000<br>annually | 1996 and<br>beyond                     | Talk with<br>teachers, CAP<br>members to see<br>if beneficial to<br>their science<br>teaching. | \$2,000 (F)<br>for 1996 and<br>beyond |

# Carondelet 1996 Community Relations Plan

Goal # 2 (con'd): Maintain Monsanto Carondelet plant's identity as a community resource within the Carondelet-Lemay area.

Objective B: Effectively implement and communicate responsible financial support which enhances the community's view of the plant as a good neighbor.

| <u>Audience</u>                      | <u>Message</u>                                | <u>Tactics</u>                                                                                                                                                                                       | <u>Resources</u>              | <u>Timetable/<br/>Responsibilities</u> | <u>Evaluation</u>                                                                                                                                                          | <u>Costs<br/>Plant/Fund</u> |
|--------------------------------------|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| community<br>neighbors, and<br>media | Monsanto is a real asset to the<br>community. | Align United Way<br>contributions with<br>Fund donations.<br><br>Specific recipients are:<br><br>South City YMCA<br>(\$5,000)<br><br>Salvation Army -<br>Carondelet Community<br>Center<br>(\$5,000) | Monsanto<br>Fund<br>donations | 1996 and<br>beyond                     | Does gift receive<br>good media<br>coverage and<br>interest from the<br>community?<br><br>Are key<br>community<br>leaders aware of<br>and appreciative<br>of the donation? | \$10,000 (F)                |

# Carondelet 1996 Community Relations Plan

Goal #3: Prepare community for "worst case" scenario information.

Objective A: Engage in an open dialogue with the Carondelet-Lemay Community Advisory Panel on "worst case" scenarios.

| <u>Audience</u>                  | <u>Message</u>                                                                                                                                                                                                                                       | <u>Tactics</u>                                                                                                         | <u>Resources</u>                                                                         | <u>Timetable/<br/>Responsibilities</u>                   | <u>Evaluation</u>                                                                                  | <u>Costs<br/>Plant/Fund</u> |
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| Community Advisory Panel Members | Monsanto Carondelet is a very safe and environmentally sound plant. Our "worst case" scenario is not our most likely scenario. There is only one highly hazardous material in the plant - phosphorus. (No ammonia or chlorine is used in the plant.) | Select key personnel to discuss "worst case" scenario issues with CAP. Discuss best way to communicate with community. | \$16,000/year for facilitator time, travel, and supplies.<br><br>Time of plant personnel | Throughout 1996 and continuing well after EPA deadlines. | Feedback from CAP members and community sentiment once "worst case" scenario announcement is made. | \$16,000 (P)                |

Objective B: Maintain and enhance relationships with emergency responders and health care professionals.

| <u>Audience</u>                                        | <u>Message</u>                                                                                                       | <u>Tactics</u>                                                                                                                                                                                                                                                                                 | <u>Resources</u>                                                                                      | <u>Timetable/<br/>Responsibilities</u>                                                                                                                                                         | <u>Evaluation</u>                                          | <u>Costs<br/>Plant/Fund</u>                                  |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|--------------------------------------------------------------|
| Emergency responders (firefighters, ambulance, police) | It is in the community's and Monsanto's best interests to have thoroughly trained and prepared emergency responders. | Provide emergency response training to local fire dept. incident commanders, including hazardous materials response training.<br><br>Continue providing emergency response training to Carondelet Emergency Response Team members. Send 3 responders to hazardous materials response training. | Monsanto Fund sponsored Program \$2,000/year for 3 years<br><br>Local Budget \$2,000/year for 3 years | St. Louis City Fire Dept.<br>'96 - 1 responder<br>'97 - 1 responder<br>'98 - 1 responder<br><br>Carondelet Emergency Responders<br>'96 - 1 responder<br>'97 - 1 responder<br>'98 - 1 responder | Feedback and level of preparedness by emergency responders | \$2,000/yr (F) for 3 years<br><br>\$2,000/yr (P) for 3 years |

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STLCOPCB4035717

# Carondelet 1996 Community Relations Plan

Goal #3: (con'd): Prepare community for "worst case" scenario information.

Objective B (con'd): Maintain and enhance relationships with emergency responders and health care professionals.

| <u>Audience</u>                                        | <u>Message</u>                                                                                                                                              | <u>Tactics</u>                                                                                                                                                                         | <u>Resources</u>                                    | <u>Timetable/<br/>Responsibilities</u> | <u>Evaluation</u>                                      | <u>Costs<br/>Plant/Fund</u>     |
|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|----------------------------------------|--------------------------------------------------------|---------------------------------|
| Emergency responders (firefighters, ambulance, police) | It is in the community's and Monsanto's best interests to have thoroughly trained and prepared emergency responders.                                        | Conduct annual emergency response drill.<br><br>In conjunction with training, invite on plant tour.                                                                                    | Plant salary cost<br><br>Time of plant personnel    | Fall 1996 and beyond                   | Feedback from emergency responders                     | \$5,000 (P) approximately       |
| Physicians and health care professionals               | The community's health care professionals are knowledgeable about Carondelet Plant's products and raw materials as well as our safety and health practices. | Provide risk management talks to physicians at Family Care Center and other health care groups in Carondelet and Lemay neighborhoods. After talks, invite them on a tour of the plant. | Time of plant personnel<br><br>Supplies             | Throughout 1996 and beyond             | Feedback from physicians and health care professionals | \$500 (P)                       |
| Physicians and health care professionals               | The local health and medical services are capable of providing treatment for possible chemical exposure.                                                    | Provide annual funding supporting chemical exposure treatment, medical and educational services.<br><br>Specific recipient:<br>Family Care Center<br>\$1,000 (F)                       | Monsanto Fund sponsored Program<br>\$1,000 annually | Throughout 1996 and beyond             | Feedback from physicians and health care professionals | \$1,000 (F) for 1996 and beyond |

DSW 135741

STLCOPCB4035718

## Carondelet 1996 Community Relations Plan

Goal #4: Enhance dialogue with local community.

Objective A: Community Advisory Panel meetings agenda will address a variety of topics.

| <u>Audience</u>                              | <u>Message</u>                                                                                                                                                          | <u>Tactics</u>                                                                                                                                                                                                                                               | <u>Resources</u>                                                                          | <u>Timetable/<br/>Responsibilities</u> | <u>Evaluation</u>                 | <u>Costs<br/>Plant/Fund</u> |
|----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|----------------------------------------|-----------------------------------|-----------------------------|
| Community Advisory<br>Panel (CAP)<br>Members | Monsanto Carondelet is<br>committed to the community<br>panel process. This encourages<br>open dialogue and will address<br>issues of concern to the CAP<br>membership. | Support CAP's ability<br>to fulfill its charter.<br><br>Provide open forum for<br>community concerns<br>and issues.<br><br>Provide information on<br>multiple aspects of the<br>plant through tours,<br>visits, key speakers,<br>and written<br>information. | \$\$ for<br>facilitator<br>time, travel<br>and supplies<br><br>Time of plant<br>personnel | Continuing in<br>1996 and<br>ongoing   | (Facilitator costs<br>in Goal #3) |                             |

# Carondelet 1996 Community Relations Plan

Goal #4 (con'd): Enhance dialogue with local community.

Objective B: Increase awareness about Carondelet Plant and its valuable products through educational visits.

| <u>Audience</u>                                       | <u>Message</u>                                                                               | <u>Tactics</u>                                                                                                                                                                        | <u>Resources</u>           | <u>Timetable/<br/>Responsibilities</u> | <u>Evaluation</u>                         | <u>Costs<br/>Plant/Fund</u> |
|-------------------------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------------------|-------------------------------------------|-----------------------------|
| Neighbors/<br>community                               | The Carondelet Plant is a safe,<br>secure neighbor and a valuable<br>asset to the community. | Send invitations as a<br>follow up to those who<br>responded to plant's<br>1994 mailing of a<br>question & answer<br>brochure. Preselected<br>dates will be offered as<br>tour dates. | Time of plant<br>personnel | 1996 and<br>beyond                     | Level of<br>response.<br>Questions asked. |                             |
| Junior High/ High<br>School students                  |                                                                                              | Provide tours for<br>school groups,<br>especially science<br>classes.                                                                                                                 | Time of plant<br>personnel | Spring/Fall                            | Level of inquiry.                         |                             |
| Community leaders                                     |                                                                                              | Invite on tours<br>whenever appropriate.                                                                                                                                              | Time of plant<br>personnel | anytime                                |                                           |                             |
| Emergency<br>Responders/ Health<br>Care Professionals |                                                                                              | Emergency Responders:<br>Host tours in<br>conjunction with fire<br>training.<br><br>Health Care<br>Professionals: Extend<br>tours after risk<br>management talks.                     | Time of plant<br>personnel | Fall 1996 and<br>beyond<br><br>anytime |                                           |                             |
| Community Advisory<br>Panel                           |                                                                                              | Host a tour whenever<br>appropriate.                                                                                                                                                  | Time of plant<br>personnel | anytime                                |                                           |                             |