

file: Queeny

## Monsanto

**From:** S. J. Henderson, 1760, (ext. 1500)

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**Date:** September 26, 1995

**cc:** R. N. Jones - G5NA  
J. J. Kennedy - 1760  
J. F. Baugus - 1760  
D. J. Podgurski - 1760  
T. R. Vennemann - 1760  
G. E. Wiley - 1760  
R. L. Cheever - 1760

**Subj:** J. F. Queeny 1996  
Community Plan

**To:** M. A. Hartnett - B2NC  
D. B. Herndon - A2SP

The community survey, completed in 1995, indicated that the impression of the Queeny Plant by our neighbors is improving for those who recognize us at all. Many people know of Monsanto, but a relative few recognize the Queeny Plant of 1995. Most do not know what we do at the plant. As the focus of our 1996 Community Plan, we will be putting into place those actions that will permit us to better communicate in the neighborhood and enhance the positive. These communications will be directed toward our continuing goals for community outreach:

- 1) Continued Right-to-Operate
- 2) Worst Case Scenario Communications
- 3) Culture changes in the plant and the hiring of new employees and skills over the next three years.

The focus of the effort is the south St. Louis neighborhoods including zip code 63104 and the 7th Aldermanic Ward of the City of St. Louis. Our neighbors include a number of businesses and manufacturers east of Seventh Street and the Cellaret neighborhood west of Seventh. In support of the plan, the plant would sustain regional memberships in organizations focused on Right-to-Operate issues and the development of personnel. Actions in the local community will be directed toward Right-to-Operate and being a good industrial citizen.

The 1996 Community Plan for Queeny focuses on communications, education and community involvement.

DSW 137921

STLCOPCB4037878

(1) Based on the community survey, communications with and the education of the neighborhood, is a priority. We would look to our Alderperson (Phyllis Young) and potential joint efforts with other businesses (Rhone-Poulenc, Inc.) to provide assistance in this effort. Based on discussions with Ms. Young, it may well be preferable to pursue the Cellaret Restoration Society as the vehicle for citizen dialogue.

(2) Enhance communications through regulatory and city agencies. This will involve continued work with several groups including:

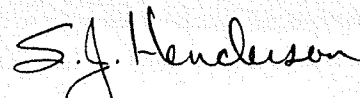
- (a) St. Louis Fire Department and LEPC (R. Aquadro)
- (b) MSD, MO DNR, & DAPC (B. Cheever)
- (c) Regional groups such as RCGA, MO Chemical Council, and CMA (Plant Manager and Staff)

(3) Support and the communicate with various local community groups:

- (a) Soulard Business Men's Association
- (b) Soulard Restoration Society
- (c) Near South Side Economic Coalition

(4) Expand efforts with local education. Direct this effort toward educating the neighborhood as to what is happening at Queeny.

Details of this plan are attached in the Community Plan and Monsanto Fund Budget for 1996.

  
S. J. Henderson

# JOHN F. QUEENY PLANT 1996 COMMUNITY RELATIONS PLAN

Goal #1: Increase two-way communication with the community emphasizing the outreach concerning worst case scenarios.

Objective A: Define and implement a community dialogue during 1996 (May use an existing community group to form infrastructure).

| Audience                                                              | Message                                                                                                              | Tactics                                                                                    | Resources                           | Timetable/<br>Responsibilities | Evaluation                                  | Costs<br>Plant / Fund |
|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------|--------------------------------|---------------------------------------------|-----------------------|
| Residential Neighbors.<br>Commercial Neighbors.<br>Community Leaders. | The Queeny Plant wants to be an open and honest neighbor that seeks to improve communications with the neighborhood. | 1. Develop contacts with an existing group to form an ongoing dialogue with the community. | Plant Personnel / Outside Resources | 1st Qtr. 1996                  | Host a group meeting and tour of the plant. | \$500 (P)             |
|                                                                       |                                                                                                                      | 2. Within existing group, determine if an advisory panel is a reasonable sub-group.        | Personnel Time & Local Business     | 2nd Qtr. 1996                  | Decision                                    |                       |
|                                                                       |                                                                                                                      | 3. Create an atmosphere that facilitates open communication.                               | \$                                  | 1st Qtr. 1996                  | Feedback and level of dialogue.             |                       |

# JOHN E. QUEENY PLANT 1996 COMMUNITY RELATIONS PLAN

Objective B: Maintain and enhance relationships with local governmental agencies.

| Audience                                                                                            | Message                                                                                                                                                                                                                   | Tactics                                                                                                                                                  | Resources         | Timetable/<br>Responsibilities       | Evaluation                                                                                                                      | Costs<br>Plant / Fund |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| St. Louis LEPC                                                                                      | <ol style="list-style-type: none"> <li>Plant's proactive approach to improving environmental, safety, and health conditions.</li> <li>Queeny plant is trained and prepared to address worst case scenarios.</li> </ol>    | <ol style="list-style-type: none"> <li>Active participation on the LEPC</li> <li>Invite LEPC members to plant for presentation and tour.</li> </ol>      | Personnel<br>Time | <p>On-Going</p> <p>3rd Qtr. 1996</p> | <p>Feedback from Fire Dept. and LEPC.</p> <p>Feedback and cooperation on response. Joint training exercise.</p>                 | \$1,500 (P)           |
| Local Legislators                                                                                   | <ol style="list-style-type: none"> <li>Plant's proactive approach to improving environmental, safety, and health conditions.</li> <li>Queeny plant is trained and prepared to address worst case scenarios.</li> </ol>    | <ol style="list-style-type: none"> <li>Invite local alderperson to plant for presentation and tour.</li> <li>Meetings with other legislators.</li> </ol> | Personnel<br>Time | <p>2nd Qtr. 1996</p> <p>On-going</p> | <p>Acceptance of invitation.</p> <p>Feedback from Legislators.</p>                                                              |                       |
| St. Louis Fire Department                                                                           | <ol style="list-style-type: none"> <li>Plant's proactive approach to improving environmental, safety, and health conditions.</li> <li>Queeny plant is trained and prepared to address worst case scenarios.</li> </ol>    | <ol style="list-style-type: none"> <li>Joint training with local emergency response personnel.</li> </ol>                                                | Personnel<br>Time | <p>3rd Qtr. 1996</p>                 | <p>Participation in joint training (see above).</p> <p>Feedback and publicity.</p>                                              | \$1,000 (P)           |
| Metropolitan Sewer District<br>MO Dept. of Natural Resources<br>Department of Air Pollution Control | <ol style="list-style-type: none"> <li>Plant's proactive approach to improving environmental, safety, and health conditions.</li> <li>Queeny plant is trained and is prepared to address worst case scenarios.</li> </ol> | <ol style="list-style-type: none"> <li>Invite key contacts to plant for presentation and tour.</li> <li>Meetings with key contacts.</li> </ol>           | Personnel<br>Time | <p>2nd Qtr. 1996</p> <p>On-going</p> | <p>See above visits. Would expect to combine some tours.</p> <p>Feedback from regulators and results of inspections/audits.</p> |                       |

# JOHN F. QUEENY PLANT 1996 COMMUNITY RELATIONS PLAN

Goal #2: Increase the Queeny Plant's identity as a resource for science and environmental information in the local neighborhood.  
Objective A: Develop a relationship with a local school (or schools) for the exchange of information and science education.

| Audience                  | Message                                                                                        | Tactics                                                                                                                                                                      | Resources                     | Timetable/<br>Responsibilities | Evaluation                                                     | Costs<br>Plant / Fund |
|---------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|--------------------------------|----------------------------------------------------------------|-----------------------|
| Elementary Schools        | Science and Environmental education is important to the Queeny Plant, Monsanto, and community. | 1. Send two science teachers to TIE seminars.<br>2. Meetings at the plant with guest speakers.                                                                               | Tuition                       | 1st Qtr. '96                   | Feedback from teachers and Mo. Chemical Council survey.        | \$400 (F)             |
|                           |                                                                                                |                                                                                                                                                                              | Personnel Time                |                                |                                                                |                       |
| High Schools/<br>Colleges | Science and Environmental education is important to the Queeny Plant, Monsanto, and community. | 1. Speakers bureau that would visit classrooms.<br>2. Science exchange between teachers and plant<br>3. Relationships with universities through Co-op and summer employment. | Personnel Time                | 4th Qtr. '96                   | Feedback and positive response from students                   | \$500 (F)             |
|                           |                                                                                                |                                                                                                                                                                              | Personnel Time \$<br>Supplies | 4th Qtr. '96                   | Positive feedback from schools                                 |                       |
|                           |                                                                                                |                                                                                                                                                                              | Personnel \$                  | 3rd Qtr. '96                   | Feedback from schools and hiring of minority technical person. |                       |

**JOHN F. QUEENY PLANT 1996 COMMUNITY RELATIONS PLAN**

| <b>Audience</b>               | <b>Message</b>                                                                                 | <b>Tactics</b>                                                                              | <b>Resources</b> | <b>Timetable/<br/>Responsibilities</b> | <b>Evaluation</b>                                                  | <b>Costs<br/>Plant/Fund</b> |
|-------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------|----------------------------------------|--------------------------------------------------------------------|-----------------------------|
| Community Non-Profit Agencies | Science and Environmental education is important to the Queeny Plant, Monsanto, and community. | 1. Provide seed money to initiate Science Is Fun programs in the local community.           | Personnel<br>\$  | 4th Qtr. '96                           | Volunteers working at local schools or events                      | \$2,500 (F)                 |
|                               |                                                                                                | 2. Develop a community project around environmental awareness.                              | Personnel<br>\$  | 2nd Qtr. '96                           | Positive publicity and feedback in community                       | \$1,000 (F)                 |
|                               |                                                                                                | 3. Support Queeny Plant personnel in their volunteer efforts with charitably organizations. | Personnel<br>\$  | 1st Qtr. '96                           | Improved employee morale and positive feedback from the community. | \$1,000 (F)                 |

# JOHN F. QUEENY PLANT 1996 COMMUNITY RELATIONS PLAN

Goal #3: Enhance the community's positive view of the Queeny Plant as a responsible and good neighbor.  
Objective A: Communicate the plant's interest in improving the environment in the local community.

| Audience                                                           | Message                                                                        | Tactics                                                                                                                                                        | Resources              | Timeable/<br>Responsibilities | Evaluation                                               | Costs<br>Plant / Fund |
|--------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------------|----------------------------------------------------------|-----------------------|
| Community/<br>Neighbors in the<br>63104 Zip Code Area<br><br>Media | Queeny Plant is a leader in<br>improving the community and the<br>environment. | 1. Funding of local youth<br>organizations.<br>- Boy's Club of St. Louis                                                                                       | Monsanto<br>Fund       | 1st Qtr. '96                  | Feedback from<br>community groups                        | \$12,500 (F)          |
|                                                                    |                                                                                | - Youth Education Health<br>in Souldard                                                                                                                        |                        |                               |                                                          |                       |
|                                                                    |                                                                                | - Near Southside<br>Employment                                                                                                                                 |                        |                               |                                                          |                       |
|                                                                    |                                                                                | 2. Participating on Boards of<br>Local Organizations.<br>- Boy's Club of St. Louis<br>- Near Southside<br>Employment                                           | Personnel<br>Time      | On-going                      | Political and<br>business contacts<br>and positive press | \$2,000 (P)           |
|                                                                    |                                                                                | 3. Actively participating in<br>the Souldard Business<br>Association.                                                                                          | Dues and<br>membership | On-going                      | Community<br>contacts and work<br>on new project         | \$500 (P)             |
|                                                                    |                                                                                | 4. Promote Monsanto and<br>the Plant by participating in<br>community activities.<br>(Mardis Gras, Bastille Days,<br>and Souldard Improvement<br>Organization) | Monsanto<br>Fund       | On-going                      | Positive publicity                                       | \$2,000 (F)           |
|                                                                    |                                                                                | 5. Active participation in the<br>Souldard Restoration Group<br>and recycling projects.                                                                        | Personnel<br>Time      | 2nd Qtr. '96                  | Document savings<br>and participation                    |                       |
|                                                                    |                                                                                | 6. Develop a communication<br>package highlighting Queeny<br>Plant.                                                                                            | Plant Funding          | 2nd Qtr. '96                  | Feedback from<br>internal/external<br>audiences          | \$1,000 (P)           |
| Total Plant Costs<br>Monsanto Fund                                 |                                                                                |                                                                                                                                                                |                        |                               |                                                          | \$6,500<br>\$27,900   |