11/17/98

Risk Management Planning: Concept Meeting

Keeping Our Community a Safer Place to Live and Work

The Greater St. Louis Area

November 1998

Today's Meeting Objectives

- Basic Understanding - RMP
- Alignment
- Critical Next Steps

· Coordinated effort
· Independent Spokesperson
· Coordinated Communication
· Consultant

How do we get "aligned" today?

- RMP re-cap
- Key learnings from past roll-outs
- Benefits / Concerns - Coordinated Roll-out

What is Risk Management Planning?

- In June of 1996 the Environmental Protection Agency (EPA) issued a new regulation---Risk Management Planning (RMP)
- Three years from rule issuance to comply (June 99)
- Purpose is to make our community safer by preventing accidental chemical releases

What is the intent of the rule?

- "...the specific value of RMP information is for the *local community to understand its risk* from chemical accidents and to help them *work with sources using these chemicals to reduce* such risks..."
- ". . . designed principally *to support a dialogue* between the source and the community on release prevention, and not to serve as the sole or primary basis for local emergency planning."

  – EPA in preamble to the Rule.

What does the rule do?

- Requires affected facilities to *identify handling hazards*, establish *plans to prevent accidental releases* and *to be prepared to respond to any consequences* of releases which might occur.

* File plan by June 99

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What is covered by the rule?

- Facilities that have more than a threshold quantity from a list of regulated substances on-site.
- Final list and threshold rule identifies:
  - 77 toxic substances (ex.: chlorine, ammonia, hydrogen fluoride (HF), etc.);
  - 63 flammable substances (ex.: ethylene, liquefied petroleum gas (LPG), propane, etc.).

Where does this apply?

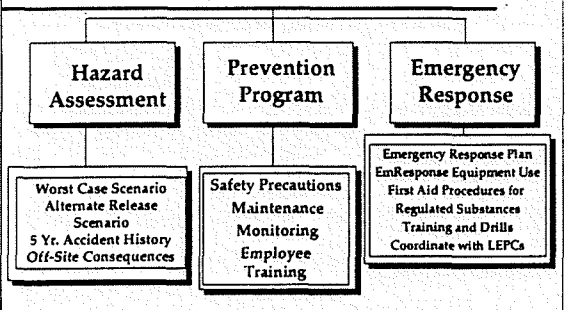
- Facilities all across the country are affected.



- Tens of thousands (est. 66,000) of facilities.
- About 95% nationwide *are not* chemical plants or refineries.

8A- Examples of facilities other than Chem that could be involved

Risk Management Program Plan Components



Communication Requirements

- RMPs required to be filed (electronically) with EPA (and reviewed every five years with state and local agencies)
- The reports shall be available to the public through existing groups, primarily the LEPCs.

Public Discussion of Risk

- Topics discussed publicly with Community Advisory Panels or similar forums
- First large-scale, highly publicized public discussion of worst case was June 3-4, 1994, in the Kanawah Valley in West Virginia
- The second roll out was in Victoria/Calhoun Counties, Texas in October, 1995
- October, 1997 in Augusta, GA
- Brazoria County (TX) on November 13, 1997
- Orange County, TX (April 28 - May 2, 1998)
- Most recently in Carrollton, KY (Sept. 1998)

What was done right?

- Standard methodology, approach, & timing, / facility
- Focus on emergency preparedness
- Multi-company approach
- Public/activists included early in process through focus groups
- Pre-positioning in the community Early involvement of public leaders
- Use of third party spokespersons, ~~sponsors and third party technical oversight~~
- ~~Question and answer dialogue~~ Opportunity for two-way Communication w/ affected Audiences
- Brought the message to the community

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Other Observations
What added questionable value?

- A little too choreographed
- Heavy reliance on shelter-in-place
- Methodology limited the scope of worst case
- Limited emphasis on risk reduction
- Choice of delivery vehicles and settings

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Benchmarks for successful communication

- Keep it local; design the communications to meet your community's needs, not someone else's community
- Recognize you'll be addressing a whole new set of audiences
- Place risk reduction as a primary message
- Begin a regular dialogue with the community
- The worst case scenario should not be the first real message you deliver to your community

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Benchmarks for successful communication

- Assess your community; know your audiences and their concerns
- Ensure that your outreach efforts are targeted to those concerns
- Use multiple delivery mechanisms
- Continue programs to reduce emissions and improve safety performance
- Treat community with respect and dignity

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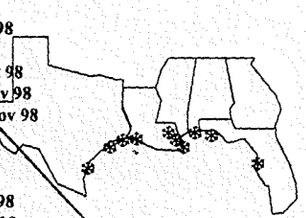
Current Public Discussions of RMP

Lake Charles, LA - Oct 98
St. John Parish, LA - Oct 98
Pensacola, FL - Oct 98
St. James Parish, LA - Oct 98
Jefferson County, TX - Nov 98
St. Charles Parish, LA - Nov 98
Baton Rouge, LA - Nov 98
Mobile, AL - Nov 98
New Orleans, LA - Nov 98
Corpus Christi, TX - Nov 98
Iberville Parish, LA - Dec 98
Tampa, FL - Feb 99
Houston, TX - Feb 99



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Coordinated Communications

With	*Without*
Common Language - Better Understanding	Inconsistent Language / Misunderstanding and Confusion
Focused Media Event	Many / Regular Media Events
Business Diversity	Focus on an Industry/Company
Help Medium/Small ~~Companies~~ FACILITIES	Every Site ~~Company Provide~~ for Itself FENDS
Help LEPCs - Understand and Maintain Public Confidence	Inconsistent Data - Confusion - Undermines Public Confidence
Achieve Greater Security and Public Safety	No Gains or Advancements in Public Safety
Leverage Communications Costs and Experience	More Costly - Not Capitalizing on Collective Experience/Expertise

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Shawnee

What could the Coordinated Communication Effort "look" like?

- Shaped by local ~~citizen~~ input
- Employees are first audience
- Site-based discussions with CAP's ~~and~~ near neighbors, community leaders
- Communication focused on LEPCs
- Small group meetings; lots of face to face visits
- No large-scale "hype"; NO large public meetings
- Availability of "user-friendly" RMP info; brochures and ~~company~~ fact sheets available to employees and stakeholders (faciity)
- Media briefing with Greater St. Louis media
- Emphasis on accident prevention and emergency response - Business and LEPCs

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What could the Coordinated Communication effort "look" like?

Organization

- ***Safety Council of Greater St Louis*** - Umbrella Organization
- ***LEPC and Business Associations*** - Sponsors
- ***RMP ~~Companies/Businesses~~*** - Facilities Executive/Communication/Technical Teams
- ***Outside Consultant*** - Leader and Coordinator

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Back up Slide

What could the Coordinated Communication Effort "look" like?

Communications:

- ***Employees*** - Company discussions and printed materials
- ***Labor Unions*** - Company discussions and printed materials
- ***Contract Employees*** - Company discussions and printed materials
- ***LEPC/Emergency Responders*** - Company discussions and printed materials
- ***Community Advisory Panels (CAPs)*** - Company discussions and printed materials
- ***Elected Officials/State & Local*** - LEPC discussions and printed materials
- ***Hospitals/Schools*** - LEPC discussions
- ***Media*** - LEPC discussions
- ***Near Neighbors*** - each site develop their own method (e.g. site open house)

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Communications Roll-out - Possible Key Dates

◆ **Employee**	**2/99**
◆ **LEPC Briefings**	**3/99**
◆ **Stakeholder Briefings**	
– CAP Meetings	4/99
– Key Official Briefings	4/99
◆ **Media Briefings**	**5/99**
◆ **Local Stakeholder Briefings**	**5/99**
* Submit to EPA	6/99

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Where do we go from here?

* Hire consultant

- **Work together to make the Greater St Louis area a even better and safer place to live - reach general consensus "*Greater St Louis RMP Rollout*"**
- **Create three standing committees: Executive, Communications, Technical**
- **Identify and select communications consultant - devise way to distribute cost**
- **Develop process for internal communications and consensus building**
- **Develop plans for Technical outreach and area wide rollout**

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- Sign up sheet
  → By Dec. 1
  → Interest in ~~Executive~~/Serving on Committee

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