WHAT IS A CAP?

A Community Advisory Panel (CAP) serves as a liaison between a facility and its community. Community members can convey their questions, comments or concerns to the facility, and the facility can directly respond. The number of CAPs has risen steadily over the past four years: 56 in 1991, 128 in 1992, 215 in 1993 and 244 in 1994. Now more than 300 member company facilities participate in 262 CAPs.

While each CAP is unique — depending on membership, the size of the facility and local issues — most operate similarly. Meetings are held regularly, often monthly, and cover topics usually chosen by the CAP members. The plants host the sessions and may pay for an independent, third-party facilitator who runs the meetings, prepares agendas and keeps the minutes.

But the key to a good CAP is its members, and diversity is paramount. One member company CAP in St. Charles Parish, Louisiana has members ranging from a financial consultant to a swamp tour operator!

Panel members are volunteers — local citizens who have an interest in their community and its well-being. Most panelists serve terms of two or three years, although some have been there since the panel was started. Many of the panelists selected have never been in the public eye but quickly learn that their discussions can affect an entire community.

CAPs also vary considerably in their agendas. One CAP may call for a presentation on plant operations and policies. Another might invite an expert to discuss health and safety issues, while even another CAP may discuss organizing a recycling campaign at a local school.

Read on and learn how other CMA member company CAPs are tackling issues in their communities.

For additional information on Community Advisory Panels contact CMA's Responsible Care® Department.

CMA IS MOVING

Effective January 1996, our new address will be:
1300 Wilson Boulevard
Arlington, VA 22209
(703) 741-5000

CMA
Chemical Manufacturers Association

Through January 1996
2501 M Street, NW
Washington, DC 20037
202-887-1100

Effective January 1996
1300 Wilson Boulevard
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703-741-5000

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COMMUNITY ADVISORY PANELS

ACROSS THE COUNTRY CMA MEMBER COMPANIES FORM COMMUNITY ADVISORY PANELS (CAPS) AS ONE WAY TO OPEN A CHANNEL OF COMMUNICATION WITH THEIR LOCAL COMMUNITIES. THROUGHOUT THE CHEMICAL INDUSTRY, CAPS HAVE HAD A POSITIVE EFFECT ON COMMUNITY OUTREACH EFFORTS. COMPANIES HAVE SEEN THEIR CAP PARTICIPATION REPEATEDLY IMPROVE THE TRUST AND COMMUNICATION THEY SHARE WITH THEIR COMMUNITIES.

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LOS ANGELES, CALIFORNIA

The Air Products and Chemicals, Inc. plant in Los Angeles faced a unique challenge when attempting to establish a CAP. The plant is located in a large industrial area, miles from the nearest residential population. However, by innovatively redefining "community" the plant's CAP is now up and running.

CHATTANOOGA, TENNESSEE

DuPont's Chattanooga CAP partnered with CAPs at the W.R. Grace and BASF plants to broaden their communications to the surrounding community. The panelists held a picnic and additional work sessions to produce a 60-minute live public television special called "CAPs: A Community Action Plan." Representatives from both CAPs answered questions phoned in from viewers about their activities.

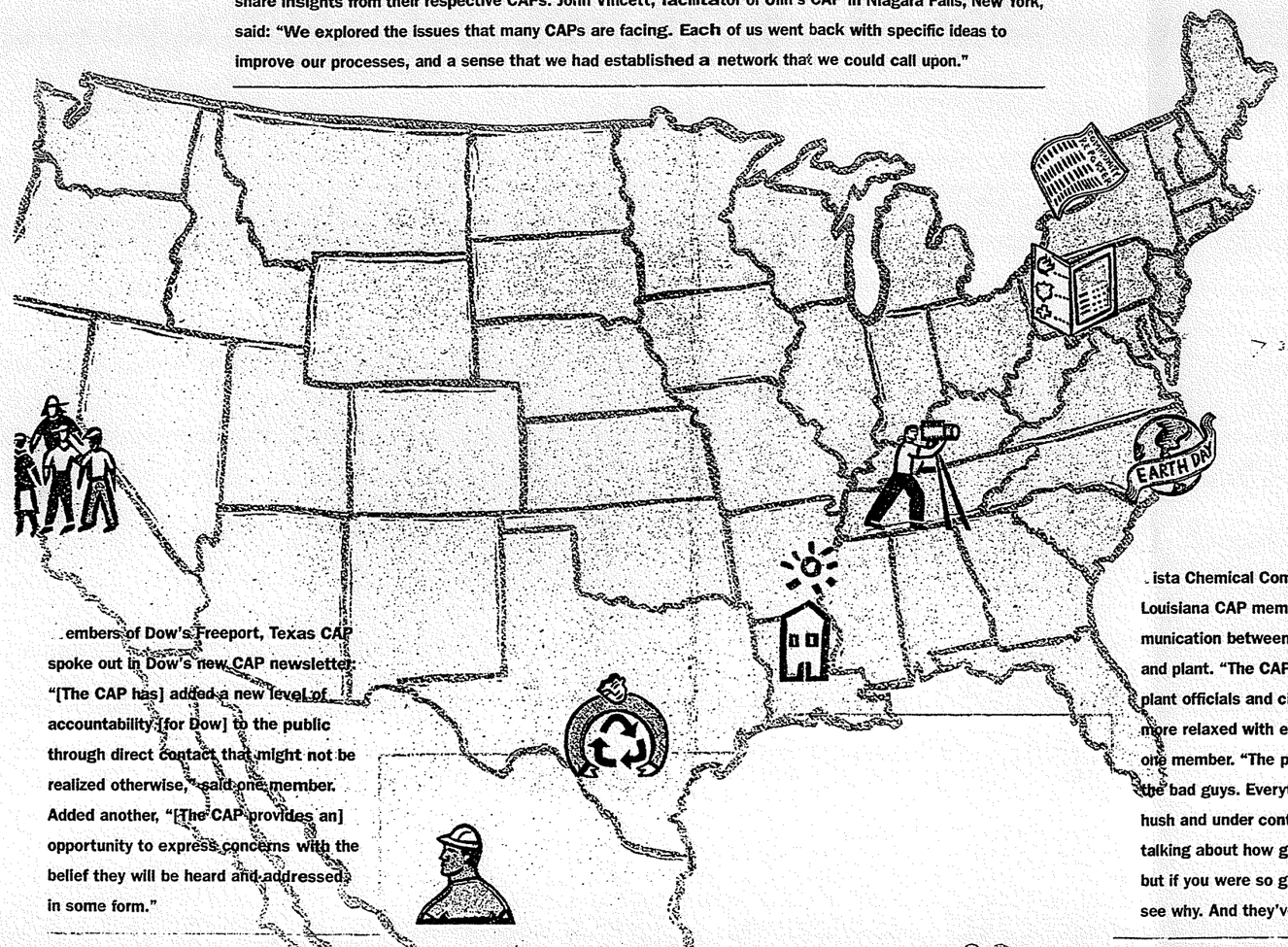
NEVILLE ISLAND, PENNSYLVANIA

Aristech Chemical Corporation's Neville Island plant CAP completed a new directory for the Neville Island community. The 60-page booklet provides a variety of helpful information, including telephone numbers, addresses for key services, emergency and medical information as well as listings for businesses, churches, clubs and health care providers serving the Island.

SYRACUSE, NEW YORK

Requests for information from the Syracuse community prompted the Bristol-Myers Squibb CAP to recommend a newsletter to keeping people informed and foster a dialogue between company and community. The first issue of the "Community Reporter" was published spring 1995 and featured an introduction to the CAP.

At their CAP conference, Olin's plant managers and CAP facilitators gathered from across the country to share insights from their respective CAPs. John Vincett, facilitator of Olin's CAP in Niagara Falls, New York, said: "We explored the issues that many CAPs are facing. Each of us went back with specific ideas to improve our processes, and a sense that we had established a network that we could call upon."



> BASF Locations

Members of Dow's Freeport, Texas CAP spoke out in Dow's new CAP newsletter: "[The CAP has] added a new level of accountability [for Dow] to the public through direct contact that might not be realized otherwise," said one member. Added another, "[The CAP provides an] opportunity to express concerns with the belief they will be heard and addressed in some form."

Vista Chemical Company's Westlake, Louisiana CAP members praise communication between the community and plant. "The CAP has helped both plant officials and citizens become more relaxed with each other," said one member. "The plants were always the bad guys. Everything was hush-hush and under control. They kept talking about how good they were, but if you were so good, then let us see why. And they've done that."

COMMUNITY ADVISORY PANEL LOCATIONS

ALABAMA
Axis
Birmingham
Chickasaw
Decatur
McIntosh
Mobile
Muscle Shoals
ARIZONA
Mesa
ARKANSAS
Batesville
Crossett
Magnolia
CALIFORNIA
Antioch
Carson
El Segundo
Martinez
Pittsburg
Torrance
Trona
COLORADO
Boulder
Commerce City
CONNECTICUT
Bridgeport
Gales Ferry
DELAWARE
Delaware City
Dover
Edgemoor
Newark
Seaford
FLORIDA
Bartow
Panama City
Pensacola
Port St. Joe
White Springs
GEORGIA
Athens
Augusta
Brunswick
Chickamauga
Covington
Jonesboro
Savannah
Valdosta
Winder
IOWA
Clinton
Ft. Madison
Muscatine

IDAHO
Soda Springs
ILLINOIS
Bedford Park
Chicago
Joliet
Mapleton
Metropolis
Morris
Naperville
Ottawa
Sauget
Wood River
INDIANA
Clinton
East Chicago
Indianapolis
Lafayette
KANSAS
Wichita
KENTUCKY
Brandenburg
Calvert City
Carrollton
Florence
Louisville
Paris
LOUISIANA
Addis
Ascension
Baton Rouge
Convent
Garyville
Gonzales
Hahnville
Harvey
Lake Charles
Luling
Oakdale
Plaquemine
Pontchartrain
Shreveport
Springhill
St. Gabriel
St. James
Sterlington
Sulphur
Taft
Waggaman
Westlake
MASSACHUSETTS
Indian Orchard
MICHIGAN
Livonia
Midland

Trenton
Wyandotte
MINNESOTA
Blooming Prairie
MISSOURI
St. Louis
MISSISSIPPI
Gulfport
Hattiesburg
Hamilton
Harrison
Natchez
Pascagoula
Picayune
MONTANA
Billings
NORTH CAROLINA
Charlotte
Fayetteville
High Point
Kinston
Morganton
Mount Holly
Salisbury
Shelby
South Charleston
Wilmington
NEW HAMPSHIRE
Nashua
NEW JERSEY
Belvidere
Bound Brook
Burlington
Clifton
Deepwater
Linden
Parlin
Paulsboro
Pompton Lakes
Rahway
Rensselaer
South Brunswick
Washington
Waterford
NEW YORK
Buffalo
Niagara Falls
Orangeburg
Rochester
Syracuse
OHIO
Addyston
Ashtabula
Barberton

Circleville
Delaware
Dover
Granville
Haverhill
Ironton
Lima
Mogadore
Painesville
Reading
Walbridge
OKLAHOMA
Bartlesville
Ponca City
PENNSYLVANIA
Clairton
Easton
Marcus Hook
Neville Island
Philadelphia
Pittsburgh
Pottstown
State College
Towanda
Trevose
Venango
Washington
RHODE ISLAND
Coventry
SOUTH CAROLINA
Anderson
Camden
Central
Charleston
Columbia
Florence
Greenwood
Greer
Leeds
Martin
Rock Hill
Spartanburg
TENNESSEE
Charleston
Chattanooga
Johnsonville
Kingsport
Memphis
Old Hickory
TEXAS
Alvin
Bay City
Bayport
Baytown
Beaumont

Bishop
Borger
Chambers
Colorado City
Corpus Christi
Deer Park
Freeport
Houston
Ingleside
LaPorte
Longview
Markham
Odessa
Orange
Pampa
Pasadena
Pearland
Seadrift
Shoreacres
Sugar Land
Texas City
Victoria
VIRGINIA
Front Royal
Hopewell
Narrows
Richmond
Waynesboro
WASHINGTON
Kalama
Tacoma
WISCONSIN
Oak Creek
Port Edwards
WEST VIRGINIA
Belle
Charleston
Hepzibah
Huntington
Kenova
Martinsburg
Morgantown
Neal
New Martinsville
Parkersburg
South Charleston
Washington
Willow Island
WYOMING
Evansville

MEXICO

BASF Mexicana established the first CAP in Mexico. The CAP has 20 members from the Altamira/Tampico area, where BASF is building new facilities. CAP members will meet four-six times a year to talk about BASF's operations, discuss future projects and advise the site on community matters.

SEADRIFT, TEXAS

For Earth Day, the Seadrift CAP encouraged a Household Hazardous Waste Collection Day. Victoria and Calhoun County's CAER companies — Air Liquide America Corporation, BP Chemicals Inc., DuPont, Lyondell Petrochemical Company and Union Carbide Corporation — organized the event, where household cleaners, paints, batteries, and lawn care chemicals were collected for proper disposal.

BELLE CHASSE, LOUISIANA

Chevron Chemical Company's Ornoite Oak Point plant CAP in Belle Chasse has hosted representatives from the Louisiana Department of Environmental Quality as well as state and local government officials. Says plant manager Joe MacKenzie, "The CAP has become a dynamic catalyst for dialogue between the plant and our community regarding local issues of mutual importance and concern."

CAPE FEAR, NORTH CAROLINA

Occidental Chemical Corporation's Cape Fear area CAP participated in this year's 25th anniversary of Earth Day at UNC-Wilmington. The CAP set up a booth with the purpose of introducing itself to the community. The CAP also designed a questionnaire to measure the community's knowledge as well as concerns with the industry.

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