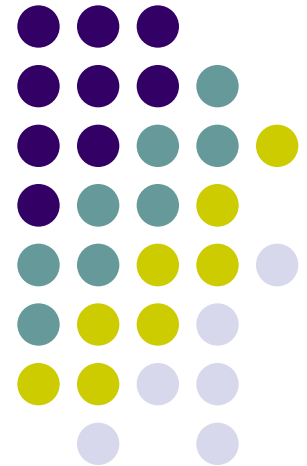


# Community Advisory Panels (CAPs)

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# Definition of CAP

- Small group reflective of community
- Meets routinely with plant manager
- For constructive dialogue
- Focuses on health, safety, and environment – and other quality of life issues
- Advises plant how to improve in response to community concerns and expectations



# Plant relations with public

- CAP differs from PR and community relations
  - Public relations – look good
  - Community relations – do good
  - CAP – be good
- CAP is a relationship based on two-way communication about sometimes difficult issues and concerns.
- CAP works in the public interest
  - Variety of views about what that is



# Why CAPs exist

- To build relationships with communities impacted by the plant
- To identify community concerns--and try to resolve them
- To talk about plant news--good and bad
- To let plant test ideas with the community
- To familiarize members with plants and plant processes



# Forming a CAP

- Support from both corporate leaders and plant management
- Assessment of whether community finds CAP desirable and feasible
- Steering committee to organizes the CAP
  - *Groundrules*
  - *Membership*
  - *Name*

# CAP membership reflective of communities served



- What communities will the CAP serve
  - Affects membership and communications
- Diverse demographically and geographically
- Diverse in attitudes toward industry and plant
- Diverse in backgrounds and interests
- People invested in community because they live there or spend days working there
  - Unless they offer unusual expertise

# CAP organized, operated well



- Has groundrules – knows why it exists and its powers and duties
- Receives meeting notes and other materials
- Has mechanisms to obtain public input and share what is discussed at meetings
- Is facilitated fairly, efficiently, and effectively

# CAP deals with issues: public expectations, concerns, questions



- Uses several methods to cover issues:
  - Develops list of issues of interest with public input so discussion can be planned
  - Selects broad topics needing one or more meetings to address; e.g. air, water, land use, transportation, risk management
  - Decides whether annual reports are needed; e.g. air emissions, risk reduction
  - Asks for routine updates on plant operations
  - Has time for members to “ask or say anything”





# CAPs bring about change

- Plants have reduced emissions (targeted pollutants based on volume or risk, Source Reduction Project)
- Air monitors installed where community wanted
- Plants have reduced risks of major incidents
- Emergency communications have improved
- CAP offered local input to studies, increased credibility
- Local site chosen for natural resource restoration
- *Plant managers say CAPs give the public a face to remember in day to day decisionmaking*
- *For plants, CAPs have built relationships with more people and where dialogue about issues was lacking.*

# Questions...



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