

For More Information About...



www.pmacwa.army.mil

The Assembled Chemical Weapons Program:

Contact: the Program Manager for Assembled Chemical Weapons Alternatives Public Affairs Office at 410-436-3398

Chemical weapons destruction in Colorado:

Contact: the Pueblo Chemical Depot Public Affairs Office at 719-549-4135 **or** the Pueblo Chemical Stockpile Outreach Office at 719-546-0400

Visit: the outreach office located at 104 West B Street, Pueblo, CO 81003

Chemical weapons destruction in Kentucky:

Contact: the Blue Grass Army Depot Public Affairs Office at 859-779-6221 **or** the Blue Grass Chemical Activity Public Affairs Office at 859-779-6897 **or** the Blue Grass Chemical Stockpile Outreach Office at 859-626-8944

Visit: the outreach office located at 301 Highland Park Drive, Richmond, KY 40475



Highlights of public outreach efforts for chemical weapons destruction in Colorado and Kentucky in 2004

THE PUBLIC OUTREACH REVIEW



**ASSEMBLED
CHEMICAL WEAPONS
ALTERNATIVES**

a partnership for safe
chemical weapons
destruction



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Public Affairs
ATTN: AMSCM-ACW, Bldg. E3331
5183 Blackhawk Rd.
Aberdeen Proving Ground, MD 21010-9978



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ACWA COMMUNICATION GOALS IN 2004

- Provide the greatest degree of transparency, openness and disclosure possible to the public on all aspects of ACWA's chemical weapons destruction programs
- Offer, encourage and facilitate public involvement associated with chemical weapons destruction programs in Colorado and Kentucky
- Communicate with all interested stakeholders to the greatest degree possible

Introduction

The Assembled Chemical Weapons Alternatives program, known as ACWA, is responsible for the safe destruction of chemical weapons stored in Colorado and Kentucky.

The program partners with many organizations and stakeholders to ensure that a safe, effective and transparent process is maintained throughout the entire project. To support these partnerships, ACWA executes a public involvement and outreach program, ensuring stakeholders are informed and have opportunities to participate in program activities and decisions.

ACWA tracks and evaluates its public outreach activities to help analyze their effectiveness, determine if they meet stakeholders' needs and ensure they support the program mission. The Public Outreach Review describes this effort and highlights involvement and outreach activities throughout 2004.

The Role of Public Involvement

Since its inception in 1996, the ACWA program has remained committed to involving communities in the decision-making process. One of the program's cornerstones is its philosophy to engage and partner with communities to foster a transparent process that promotes an environment of trust and cooperation. Public involvement drives this partnership.

ACWA's far-reaching public involvement program is based on the premise that supporting a local understanding of this technical program will yield informed communities. The result is communities that are prepared and eager to come to the table and work in partnership towards this common mission.

The Public Involvement Program

The ACWA program works from a comprehensive public involvement strategy built on industry best practices and input from local communities. This strategy provides the roadmap to reach public involvement goals. From this strategy come the objectives and measurable outcomes for which the program actively holds itself accountable and works daily to achieve, measure and document.

During 2004, ACWA tailored the scope and direction of its public outreach activities to ensure they coincided with its three main communication goals. These communication goals drive public outreach activities at the program's headquarters as well as at the chemical weapons destruction sites in Colorado and Kentucky.



REACHING OUT TO NEW STAKEHOLDERS IS ONE OF ACWA'S OBJECTIVES

- The Blue Grass Chemical Stockpile Outreach Office reached out to 183 new stakeholders in 2004.
- The Pueblo Chemical Stockpile Outreach Office reached out to 98 new stakeholders in 2004.

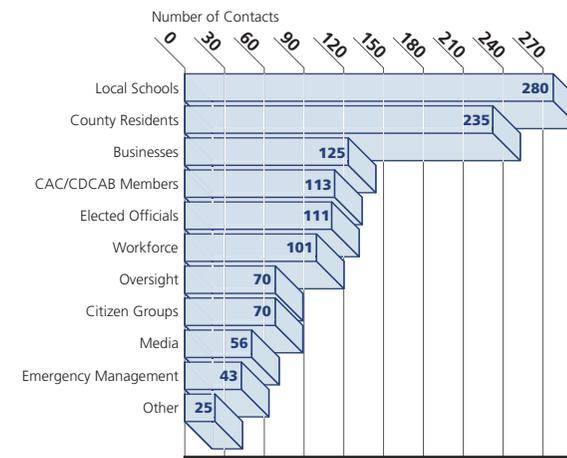
The Role of Public Outreach

ACWA's public outreach programs consist of activities and interactions that promote the sharing of up-to-date, accurate program information with community members and key stakeholders. Public outreach teams work to distribute this information in a timely manner, whether it is through one-on-one interactions, public meetings, media events or direct mailers. As important as it is for teams to reach out to the public through these various planned activities, it is just as important for them to be available to address the public's specific needs regarding the program. With oversight and direction from government public affairs officers at both ACWA headquarters at Aberdeen Proving Ground, Md. and the local Army depots, trained program personnel staff outreach offices at both site locations. Outreach offices serve as a hub of information and resources and are open to exchange information with the public.

Tracking Our Progress

ACWA implemented an online tracking system that captured the necessary data to assess the effectiveness of outreach efforts managed by the systems contractor. Both public outreach teams in Pueblo and Blue Grass used this system to input, store and track their daily interactions. The resulting data helps ACWA interpret and understand the real-life breadth and depth of its public involvement and outreach program. It provides a quantifiable basis from which the program can hone its efforts to ensure it is reaching all those individuals and organizations that need and desire to be reached.

Who the Outreach Offices Interacted With in 2004





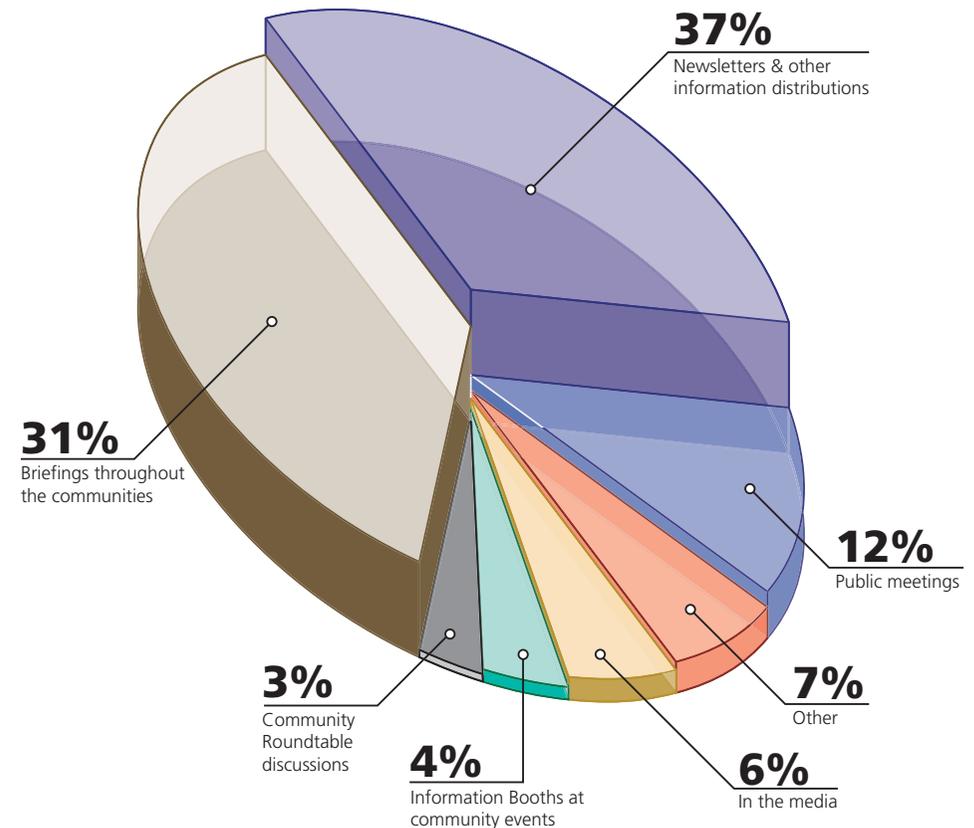
PROVIDING INFORMATION THROUGHOUT THE COMMUNITIES

- Over 12,000 people were reached at public outreach events.
- Over 66,000 people were reached through information distributions.
- Nearly half of the public outreach events provided an opportunity for involvement.

Activity Tracking

ACWA's teams tracked several site outreach activities and interactions in 2004, including visitors to the outreach office, telephone calls from individuals requesting more information, presentations throughout the communities, newsletter distributions, stakeholders present at program events, and feedback forms distributed and collected at events. The program also tracked communication methods to identify trends and preferences regarding communication vehicles such as direct mail, e-mail or telephone. By identifying these preferences, ACWA is able to modify its efforts to reach out to the public in the most effective ways. It provided comprehensive data on interactions with key stakeholder groups as well to ensure all of these audiences are informed, and have a general understanding of the program mission and progress towards that mission.

Where You Saw the Outreach Teams in 2004





ACWA COLLECTS YOUR FEEDBACK THROUGH:

- A survey on the program's Web site: www.pmacwa.army.mil
- Comment forms available in each outreach office
- Feedback forms distributed by staff at presentations and events
- Comment forms inserted in each Exchange newsletter and project update mailer

Citizens' Advisory Commission Survey Provides Feedback

The Citizens' Advisory Commissions in Colorado and Kentucky play an important role in the ACWA program by helping to distribute and collect information from the communities regarding chemical weapons destruction. A key element of the program's public involvement approach, these commissions have partnered with ACWA to ensure communities remain informed and involved.

To help assess the effectiveness of ACWA's public outreach efforts during 2004, both Citizens' Advisory Commissions participated in a survey. In October, ACWA distributed a questionnaire to all voting members of both commissions and the Kentucky Chemical Destruction Community Advisory Board.

Survey questions solicited feedback on matters such as the level at which the outreach offices are serving the public's information needs, information accuracy, outreach office management techniques and level of trust.

These responses were used to further tailor public involvement and outreach efforts to the needs of the communities and other key stakeholders. The survey results showed the highest level of trust and satisfaction with the present public outreach effort.

ACWA Commitment

ACWA is committed to maintaining its high level of public involvement as the chemical weapons destruction programs continue. Public involvement has already played an invaluable role in the program's achievements, and the program looks forward to continued relationships with key stakeholders. Tracking public outreach activities and assessing their effectiveness ensures the program is meeting the information needs of these stakeholders. More detailed information about the program's public involvement and outreach efforts in 2004 is contained in a comprehensive evaluation report, which is available through the ACWA Public Affairs Office.



ACWA USES INDUSTRY BEST PRACTICES SUCH AS:

- Segmenting stakeholders' information needs and considering if stakeholders want to be informed, understand the complexities of the program or participate in program decisions
- Utilizing a methodology to ensure communications are both accurately targeted and measured for effectiveness
- Tracking progress toward goals through ongoing evaluation
- Tracking emerging issues that are most relevant to achieving the program's mission

Looking Ahead

The ACWA team believes that, just as the technical aspects of the chemical weapons destruction program are continually refined, so too should the public involvement program.

In December 2004, ACWA held evaluation planning meetings with the outreach teams to review the baseline data for their efforts in 2004 and to set targets and performance measures for 2005. Outreach staff discussed lessons learned from activities over the past year and considered the current and future information needs of their stakeholders. From this information, the outreach staff made activity and budget planning decisions for 2005.

Outreach teams plan to incorporate more feedback mechanisms, such as surveys, into their activities as a tool to measure stakeholder satisfaction and to identify areas for continual improvement.

Another initiative for 2005 is to refine and update ACWA's Environmental Justice strategy. This strategy serves as a plan for how the program addresses environmental concerns in communities surrounding ACWA's two chemical weapons destruction sites and lays out its recommended further actions. It expands upon actions the program is taking to provide information, increase opportunities to participate in decision making and assist with existing environmental issues.

Tell Us What You Think...

We are committed to keeping the community informed about chemical weapons destruction.

The purpose of this feedback form is to collect information that will help us to better serve the community. We value your interest. Responses will be used only to assist us in preparing for future outreach efforts.

We Look Forward to Hearing From You.



The Public Outreach Review 2005

Your comments: _____

- I am comfortable with the information you are providing. *Please keep it coming.*
- I have additional questions or would like to talk about scheduling a presentation. *Please contact me.*
- I am content that I have the information I need on the chemical weapons destruction project. *Please remove my name from your mailing list.*

Name: _____
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