



Program Manager Assembled
Chemical Weapons Alternatives

Year In Review

Highlights of public outreach and involvement efforts for chemical weapons destruction in Colorado and Kentucky in fiscal year 2005

The Program Manager Assembled Chemical Weapons Alternatives (PMACWA) public affairs program tracks and assesses the effectiveness of various outreach activities and interactions on an annual basis as part of its overall evaluation program. This fact sheet addresses annual evaluation data results for the time period of fiscal year 2005 (FY 2005): October 1, 2004 through September 30, 2005.

STRATEGIC PLANNING, EVALUATION AND MEASUREMENT PROGRAM	
APPROACH	TIMELINE
1 Created Chemical Demilitarization Communications Strategy, Program Manager Assembled Chemical Weapons Alternatives - establishing program goals.	Nov. 2003
2 Created Performance Measurement Plan - establishing desired results and performance targets and measures for each program goal. Also established targets for each stakeholder group at the outreach office level.	Feb. 2004
3 Established Web-based tracking system to collect baseline measurement data of outreach activities.	Apr. 2004 System captured activities from November 2003 - September 2004
4 Reviewed FY 2004 measurement results and used measurement results to reaffirm goals and desired results and make edits to site public involvement plans.	Nov. 2004
5 Set performance measures for year FY 2005. Conducted and logged outreach activities into the eMeasure system throughout FY 2005.	Nov. 2004-Sept. 2005
6 Reviewing FY 2005 measurement results to set performance measures and update site public involvement plans for FY 2006.	Nov. 2005

In accordance with program goals and performance measures, the program tracks and evaluates its public outreach activities to help analyze their effectiveness and ensure the activities support the program mission. PMACWA Public Affairs utilizes an online tracking system to collect outreach activity data to assess the achievement of performance measures set for each fiscal year. Both public outreach teams in Pueblo, Colo. and Richmond, Ky. used the online system to input, store and track daily interactions and outreach events conducted. Some examples of the types of activities and interactions entered into the online system include: visitors to the outreach office; telephone calls and e-mails from individuals requesting program information; presentations throughout the communities; and newsletter and information product distributions.

The data is then downloaded, formatted and checked for accuracy and totaled. The activity totals are then applied against performance measures to assess the program's performance throughout the year. At the end of each fiscal year, the teams at both sites review their progress achieved and set new performance measures (or targets) for the upcoming year based on stakeholders' needs and program upcoming milestones.





Who the Outreach Offices Interacted With in FY 2005

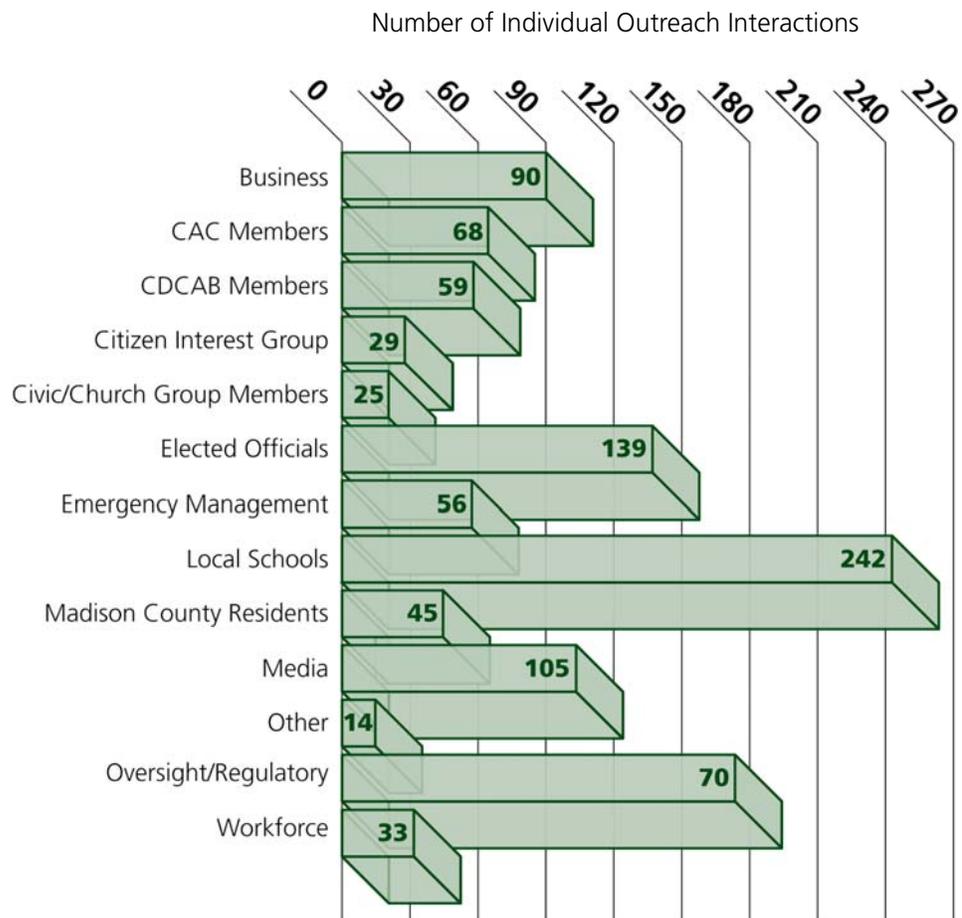
Individual Outreach Interactions

REACHING OUT TO NEW STAKEHOLDERS

In FY 2005, the Blue Grass Chemical Stockpile Outreach Office reached out to 94 new stakeholders, while the Pueblo Chemical Stockpile Outreach Office reached out to 91 new stakeholders. This is a 34 percent decrease compared to the number of new stakeholders reached in FY 2004. However, as the outreach program matures, PMACWA expects the percentage of new contacts to decline and the percentage of repeat contacts to increase as the outreach team's presence within the community continues to grow.

The Blue Grass outreach team logged 398 one-on-one interactions with stakeholders during the evaluation time period. The Blue Grass outreach team continues to have frequent involvement and interaction with the media, Citizens' Advisory Commission (CAC) and Chemical Destruction Community Advisory Board (CDCAB) members.

The Pueblo outreach team logged 577 one-on-one interactions with stakeholders during the evaluation time period. The Pueblo team had a large number of contacts with local schools due to the success of their Education Outreach Program and a dedicated education outreach staff member. The outreach team has a large number of interactions with local elected officials due to their involvement in the Citizens' Advisory Commission and its subcommittees.



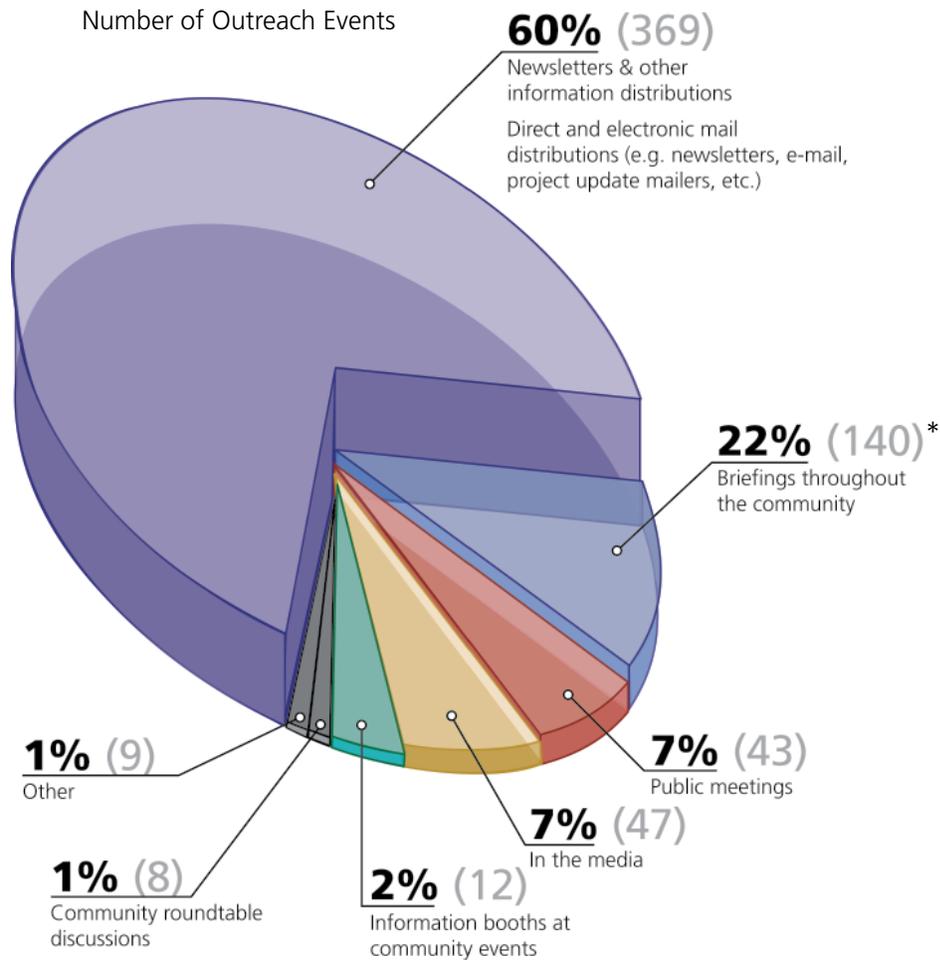
Where You Saw the Outreach Teams in FY 2005

Outreach Events

The outreach teams collectively reached over 11,000 people at public outreach events within the community. Nearly 61,000 people living in the communities surrounding the stockpiles in Colorado and Kentucky were reached through information distributions.

In FY 2005, both teams experienced large increases in the total number of events conducted. Collectively, the number of events increased by 96 percent. This increase can be largely attributed to a major increase in the number of e-mail distributions sent to stakeholders – the number of e-mail distributions increased from 77 in FY 2004 to 329 in FY 2005. E-mail distributions sent by the outreach teams include program-related news articles, weekly reports and outreach event calendars.

The Pueblo team continues to expand its education outreach program; by the end of school year 2005 - 2006, the education outreach program will have provided presentations to all 30 schools located within Pueblo School District 60.



* The chart above represents the total number of events conducted by the outreach team in FY 2005, broken out by the type of event. For example, the outreach team conducted 140 community briefings, comprising 22 percent of total outreach events.

STAKEHOLDER FEEDBACK

PMACWA Public Affairs continues to collect stakeholder feedback through:

- A Web-based survey on www.pmacwa.army.mil;
- Feedback forms distributed during one-on-one interactions and briefings; and
- Comment cards included in information products such as project updates and brochures.

PMACWA Evaluation Program Path Forward

The site public involvement plans and their implementation schedules will drive outreach activities in FY 2006. PMACWA has two site-specific plans, the Pueblo Chemical Agent-Destruction Pilot Plant Public Outreach and Involvement Strategy and the Blue Grass Chemical Agent-Destruction Pilot Plant Public Outreach and Involvement Strategy. Both plans support the overall Program Manager Assembled Chemical Weapons Alternatives Communications Strategy and focus on continuous improvement.

The plans reinforce PMACWA's approach to public outreach and involvement and highlight the following ongoing activities that will guide the program and its planning processes:

1. Segment information needs by considering whether stakeholders want to be informed, need to understand the complexities of the program, or have a desire to participate in program decisions through ongoing public affairs activities.
2. Utilize a methodology to ensure communications are both accurately targeted and measured for effectiveness.
3. Track progress toward goals through ongoing evaluation.
4. Track emerging issues that are most relevant to achieving the program's mission.

Further, the plans detail the goals and objectives, key messages, primary and secondary stakeholders, as well as the activities and tools that will be used to target each stakeholder group at each site. All of these components map back to performance measurements identified for FY 2006.

FOR MORE INFORMATION:

Assembled Chemical Weapons Program:

Contact: the Program Manager 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 1000 Commercial Drive, Suite 2, Richmond, KY 40475

