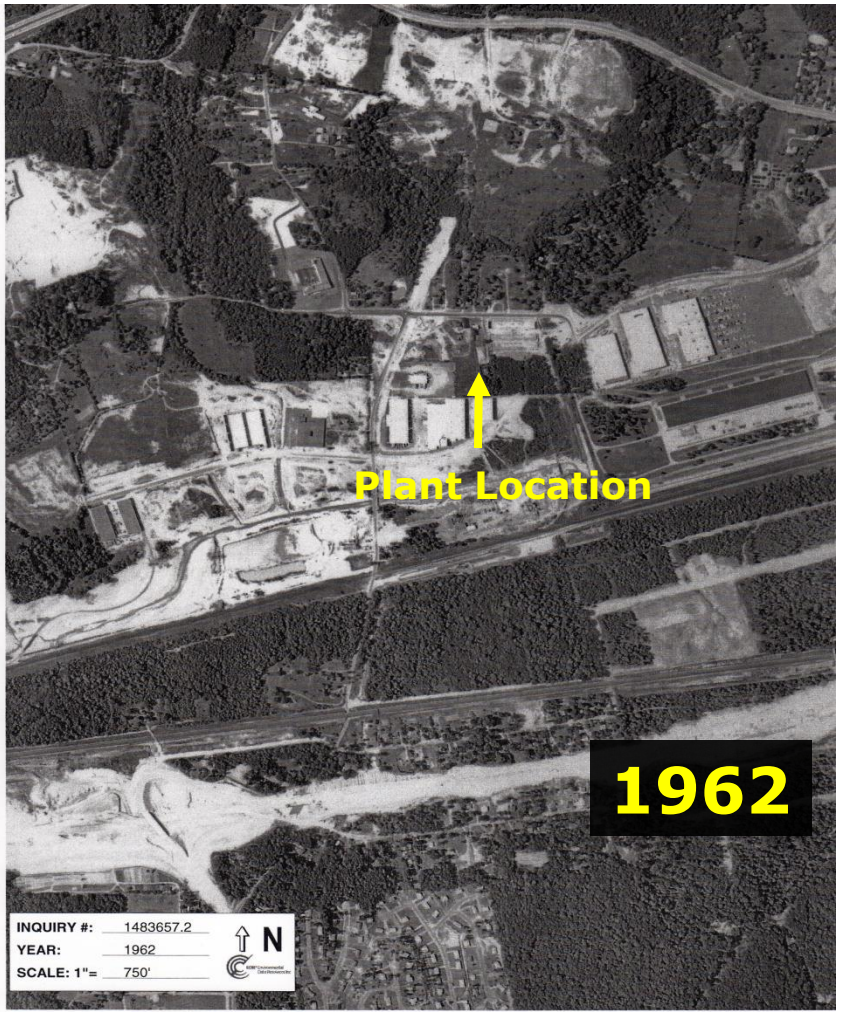
Community Relations

Historical Aerial Photographs of Plant Site and Surroundings



Being a Good Neighbor

- A well designed program can:
  - Instill pride and loyalty among employees
  - Build friendships for your company in the community
  - Attract favorable news coverage (marketing) about your company
  - Help with permitting and zoning issues

What Should A Community Relations Program Include?

- More than just writing checks
  - Employee involvement
  - Participating or sponsoring community events or programs
  - A communication tool for information about your company and its plans

Know your permits.

Do you have the permits you need?

What do the permits say?

Are you in compliance?

The internet – know what is out there.

www.nightpaving.com

Environmental Justice Geographic Assessment Tool

EJ Home
EJ Assessment
EM StoreFront
Contact Us
Online Help

Statistics represent residential population, by Census Block Group, within a 1.5 mile buffer around featur
of interest

1.5 mile radius

Enter a new buffer value (max. 10 miles) Go

Social | Economic | Health | Environmental | Map

County and State Comparison

53,439

Overview

Total Persons:	53439	Land Area:	99.7%	Households in Area:	23706
Population Density:	7580.6 /sq mi	Water Area:	0.3%	Housing Units in Area:	24682
Percent Minority:	55%	Persons Below Poverty Level:	4621 (8.6%)	Households on Public Assistance:	345
Percent Urban:	100%	Housing Units Built <1970:	35%	Housing Units Built <1950:	4%

Race and Age* **19% before 1960**

Race Breakdown	Persons (%)	Age Breakdown	Persons(%)
White:	27917 (52.2%)	Child 5 years or less:	4432 (8.3%)
African-American:	12290 (23.0%)	Minors 17 years and younger:	10569 (19.8%)
Hispanic-Origin:	8497 (15.9%)	Adults 18 years and older:	42870 (80.2%)
Asian/Pacific Islander:	5515 (10.3%)	Seniors 65 years and older:	3935 (7.4%)
American Indian:	206 (0.4%)	*This space intentionally left blank*	
Other Race:	3944 (7.4%)		
Multiracial:	3566 (6.7%)		

72% between age 18 & 65

Get to know your neighbors.

Know other businesses (and emitters) around you.
Know what they do.
Know emission levels in the area and causes.

Assemble a team

Assemble a team

Legal – **Local, connected attorney.**
Recognized by the P&Z board.

Covert – **The fly on the wall.**

Public Relations – **Handle the press.**

Political – **Contacts**
Local Issue?
Regional Issue?

Associations – **Information Source.**
NAPA - APAI
Join local boards.

Management and Environmental

Employees – **Show the local impacts.**
Show up at public hearings.
Perception of their job security.

Technical Consultants – **Know the science.**
Noise, Air, Traffic, etc.

Listen to your team!!!!

Recognize your weaknesses

Noise, Odor, Trucks, etc.

Plant Entrance

- **First Impression**
- **Community Perception**
- **Safe Operations**
- **Pride in your Facility**

Asphalt Plant Aesthetics

- Painting Schedule
- Cleaning
- Repair Schedule
- Plantings
- Signage

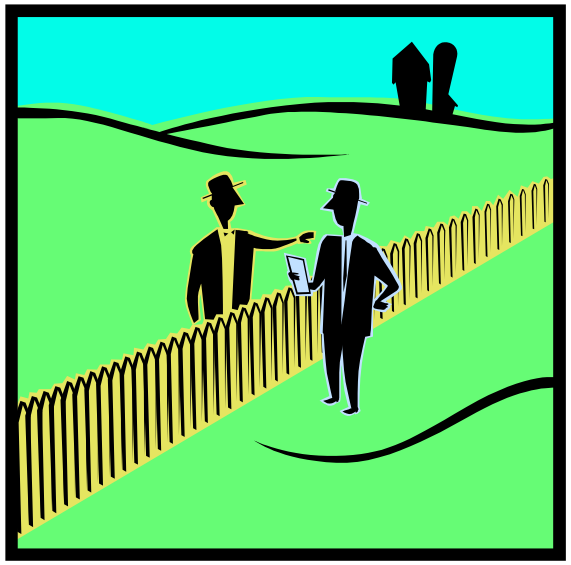
Control House Interiors:

- **Clean**
- **Clutter Free**
- **Bright Colors**

Roadways

- **Signage**
- **Minimize Fugitive Dust:**
  - **Water**
  - **Sweeper**
- **Free of Equipment**

Get to know your neighbors.



Have a contact name and number –
Make it available
Respond

Reach out – often.

Get involved in neighborhood associations.

Open your doors.
Hold open houses.

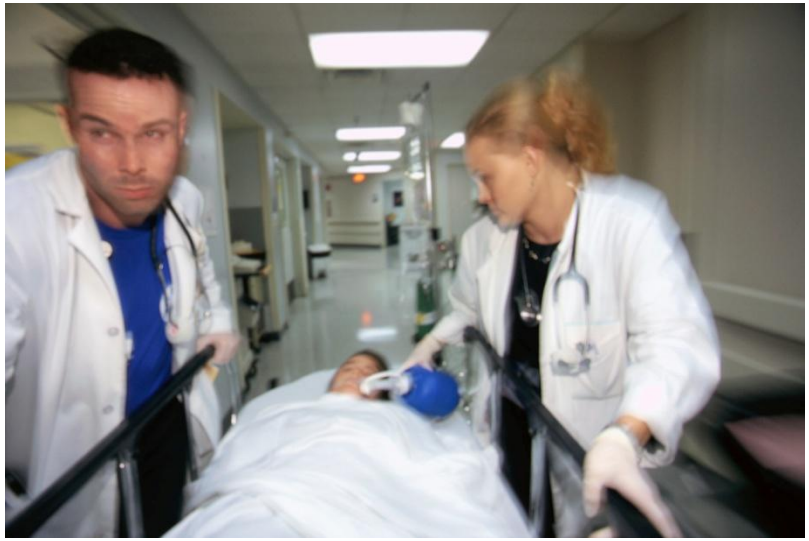
Meetings, meetings, meetings

CONTROL THE FORMAT!

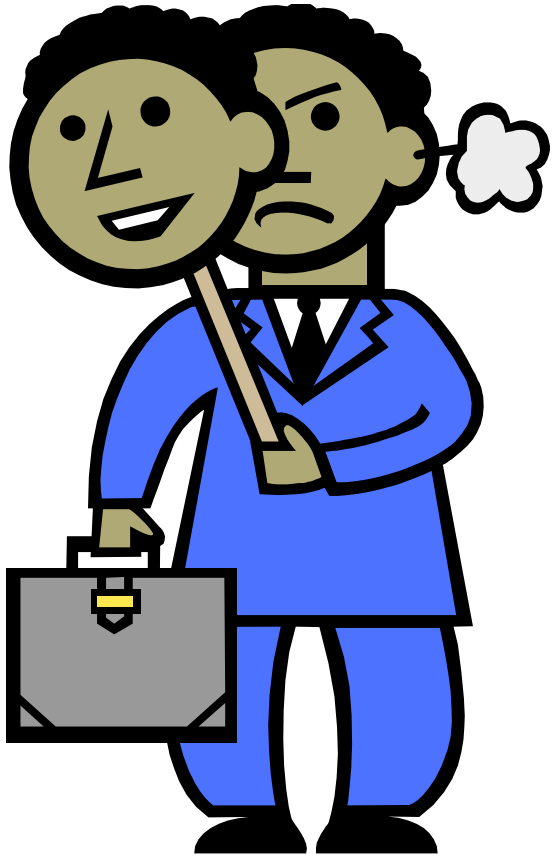
Meet with LARGE groups, not small ones.

Be patient.

Be optimistic.



COMPOSURE



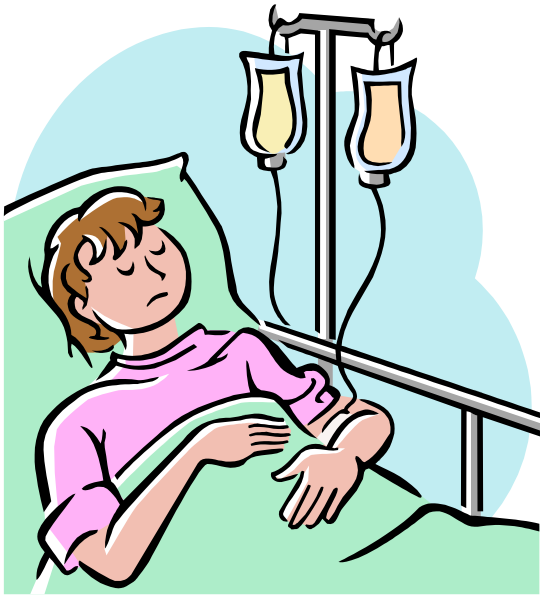
Maintain it.

Don’t overreact.

Part of Legal discovery later.

Communication. Email – CONTROL IT!!!!!

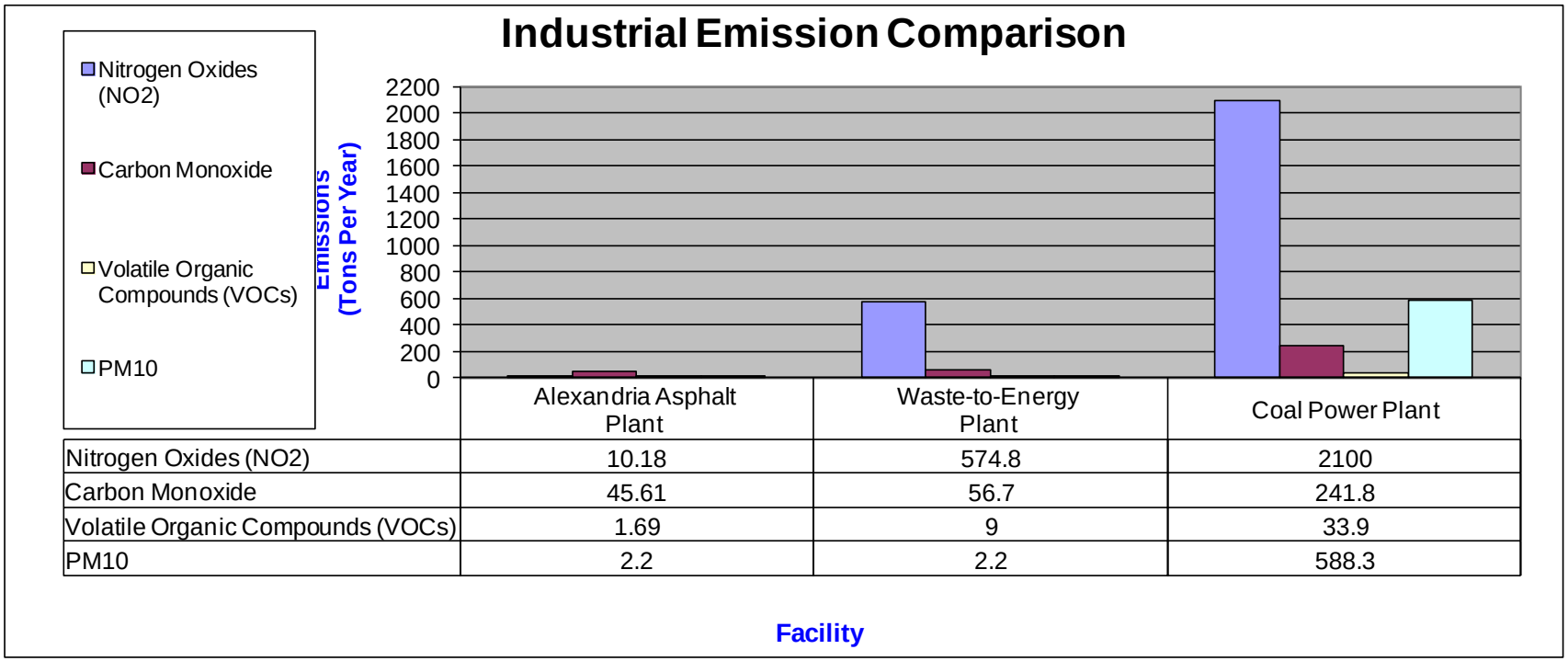
The sobbing mother, asthmatic, etc.



It becomes a “CAUSE” to certain people.
(They must win, regardless of the facts)

Put things in perspective.

We are not a power plant…



	Alexandria Asphalt Plant	Waste-to-Energy Plant	Coal Power Plant
Nitrogen Oxides (NO2)	10.18	574.8	2100
Carbon Monoxide	45.61	56.7	241.8
Volatile Organic Compounds (VOCs)	1.69	9	33.9
PM10	2.2	2.2	588.3

Waste to Energy data For Covanta – Alexandria see http://www.deq.state.va.us/air/pdf/titlevpermits/71895sb.pdf
Emission Inventory 2000; Page 6
Coal Power Plant data for Mirant – Potomac River Power Plant see http://www.notice-alexandria.org/mirantpg.htm#apr04 "An Assessment of the State of Virginia 's efforts to control Emissions at the Mirant Potomac River Power Plant in Alexandria."

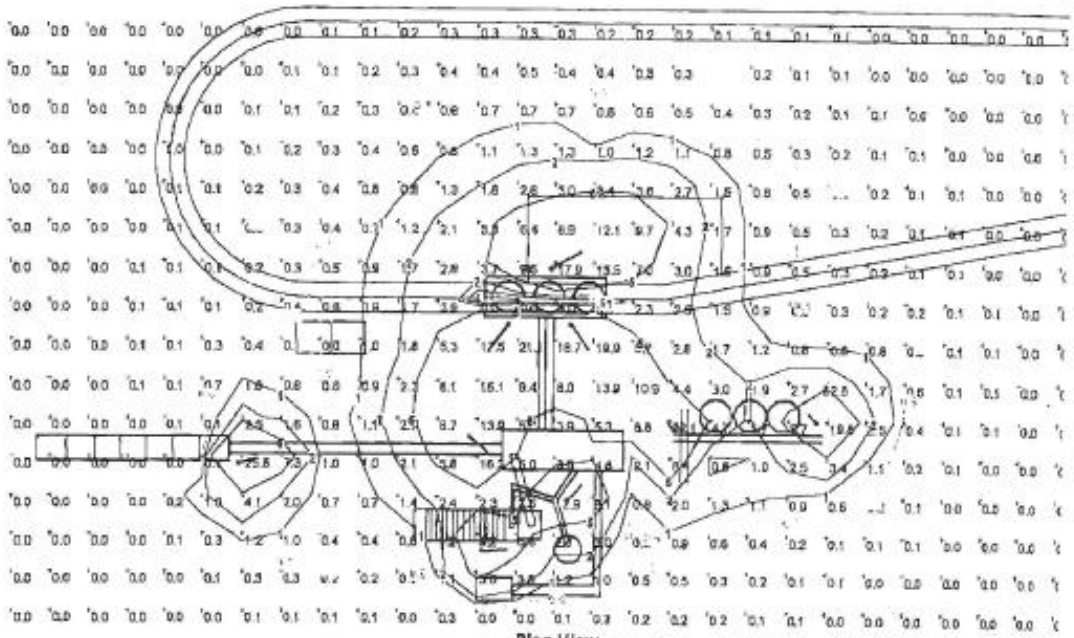
Be prepared for conditions.

Have them in place BEFORE the community raises the concern.

Go beyond compliance with regulations.

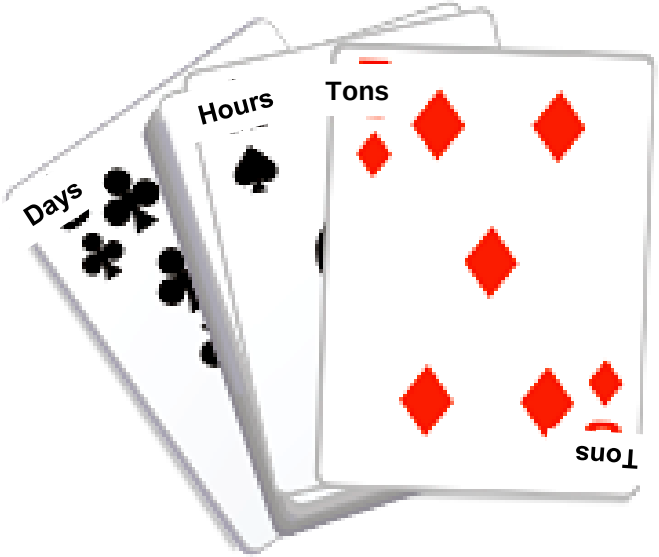
HEATEC
HEATEC
HEATEC

STATISTICS						
Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
Calc Zone #1	+	1.5 fc	32.1 fc	0.0 fc	N/A	N/A



Plan View
Scale 1" = 40'

Be ready to give something up.



Know <u>when</u> to give it up. (If at all).

Know when to draw the line.

Reach out to the community.

Give back - NOW!!

Employee Involvement.

Donations.

Labor.

Materials.

Public Relations – Events, Articles in the paper.

each out to the community

Reach out to the community

Reach out to the community.

10 Keys to Success

1. Know your neighbors.

Residential & Business. Level of activism?

2. Know your permits.

3. Build a team (and listen to them).

4. Be patient, optimistic, and maintain composure.

5. Get the city/agency on your side.

10 Keys to Success

6. Communicate – meetings, the internet, PR.

Control meeting formats, control email … set up a website?

7. Put things in perspective.

8. Be prepared for the local experts and others.

9. Be prepared for conditions.

10. Reach out to the community - NOW.

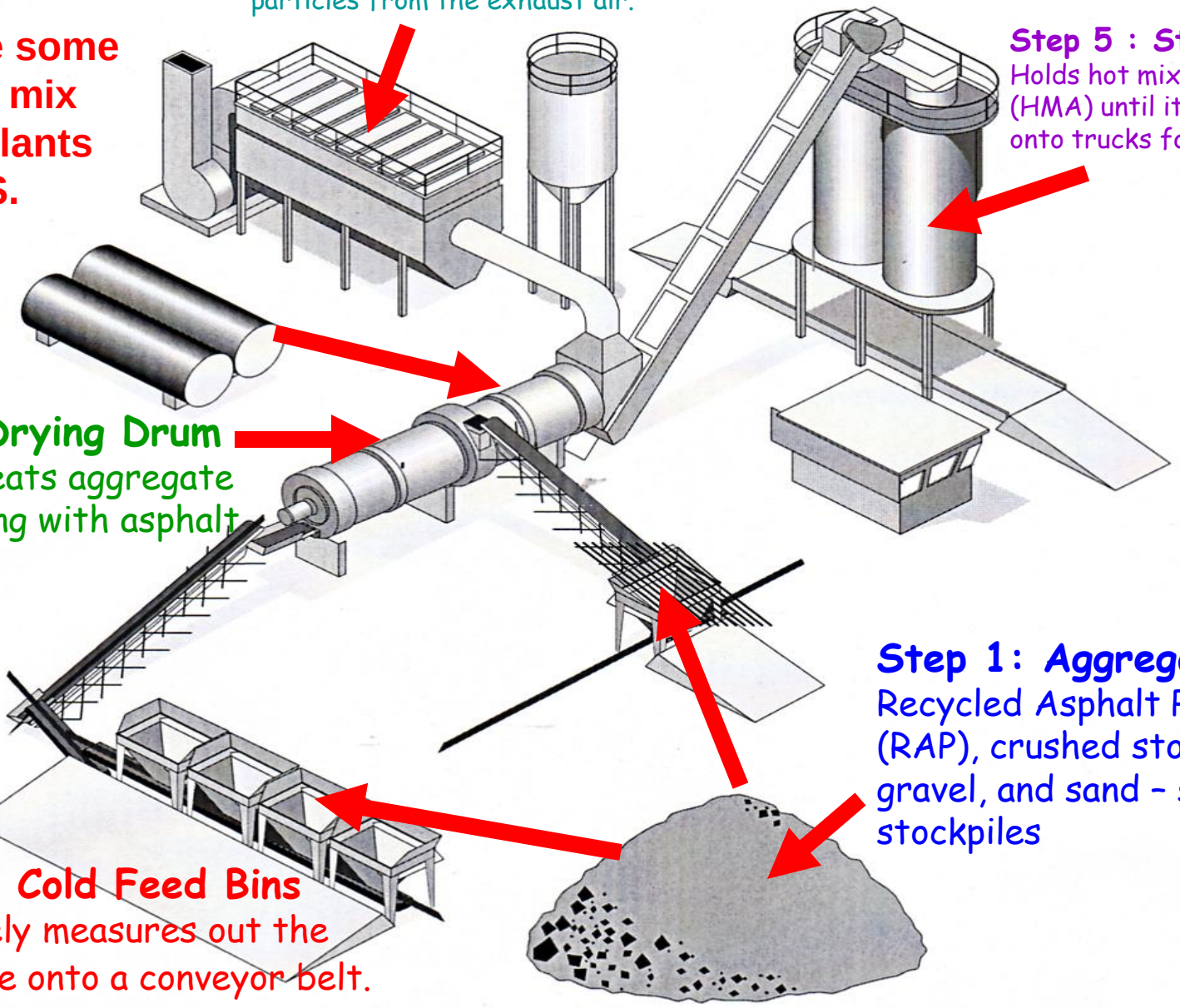
beyondRoads.com

Drum Plant

Step 4 : Emission Control System
Bag House Collectors filter fine sand and dust particles from the exhaust air.

There are some 3,600 hot mix asphalt plants in the U.S.

Step 5 : Storage Silo
Holds hot mix asphalt (HMA) until its time to load onto trucks for paving jobs.



Step 3 : Drying Drum
Dries and heats aggregate before mixing with asphalt cement.

Step 1: Aggregate
Recycled Asphalt Pavement (RAP), crushed stone, gravel, and sand – stored in stockpiles

Step 2: Cold Feed Bins
Accurately measures out the aggregate onto a conveyor belt.

Community Relations Toolkit
NAPA
HS-22
Modern Asphalt Plants
Taking the High Road
A Guide to the Zoning and Permitting Process for the Hot Mix Asphalt Industry
Working It Out Together...
A Community Relations Guide
PV-007

HS-22

Thank You!