Asphalt Plants and Local Communities - Addressing Concerns

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Overview

• Why the need?
• Proactive Steps
• Reactive Steps
COLCHESTER — Under intense pressure from citizens' groups, the state Senate Tuesday overwhelmingly approved a bill that would place a two-year moratorium on the operation of new asphalt plants across the state. (1998)
People Hot over Proposed Development in Danville, Indiana

(Danville) -- Protestors filled the auditorium of Danville High School, hot over something called hot mix. People don't mind it on streets and parking lots, they just don't want the plant that makes hot mix as a neighbor. Critics worry about quality of life issues. (IndyStar, 2005)
Ohio Citizen Action
80,000 members who have joined together to prevent pollution

2010 Campaign
Kokosing and Shelly Asphalt: Ohio Citizen Action members sent 7,325 personal letters and petitions to company management, and two hundred residents put up orange and black yard signs saying “Kokosing Asphalt: Clean it Up.”

Ohio Citizen Action Website
JEFFERSONVILLE, Ind. - The mayor of a southern Indiana city has revoked a zoning permit for an asphalt plant that's being sued by nearby residents over its fumes and emissions.
Well-organized in Fort Collins, CO
Residents protest prospective asphalt plant in southern Alberta coulee

- “A proposal to rezone an area of a coulee in southern Alberta is causing an uproar among local residents.”
- “Opposition to a proposed asphalt plant west of Coalhurst is growing. Residents say the plan by Tollestrup Construction will hurt their property value and the environment.”
- Tollestrup construction set to withdraw proposal for asphalt plant near Coalhurst

Global News – March 1, 2017 & March 13, 2017
Asphalt plant protest draws attention

Cheakamus Crossing, Whistler, BC

Pique News
July 30, 2010
Plantagenet residents fighting to keep asphalt plant out of their community

- (Alfred, Ontario, Monday, July 16, 2012)
- The Vankleek Hill Review reported that more than 300 angry residents crowded into the Knights of Columbus hall in Alfred on Monday, July 16 for a public meeting to voice their concerns about the proposed plan to build an asphalt plant in Plantagenet.
Where Are We??

- **NIMBY**
  “Not In My Back Yard”

- **BANANA**
  “Build Absolutely Nothing Anywhere Near Anybody”
Proactive Steps

• Initiate a Community Awareness Program
  • Make it a company philosophy
  • Host open houses
  • Build community relationships - Outreach
  • Evaluate community needs at plant locations
  • Fill the information vacuum or activists will
  • Go beyond minimum requirements
Company Culture

• Use of Resources
  • (People, Equipment, Money)
• Mission statement
• Program evaluation
Open House
Open House

❖ Allows Producer to control situation
❖ Allows community to see what we do
❖ Shows we are interested in them
❖ Create trust
Outreach
Outreach

✓ Talk to community political leaders
✓ Talk to community business leaders
✓ Talk to neighborhood associations
✓ Schools
✓ Go to local meetings
✓ Answer questions
✓ Build trust
Community Needs
Community Needs

- What are needs of local community?
- Will you supply materials, labor, equipment?
- Will you perform work for free or at cost?
- Is it strictly a monetary donation?
- Can you get PR for donation?
Information Void & Misinformation

- Misinformation is prevalent.
- Regulatory compliance is not always enough.
- Don’t overwhelm with technical information.
- Determine which misinformation to respond to.
  - Do not use industry-specific language and acronyms.
    - No RAP, RAS, HMA, WMA, etc.
Evaluate Program

▪ Are resources being used appropriately?
▪ Have you received positive publicity?
  ▪ (externally, internally)
▪ Are efforts required in other projects/areas?
▪ Unplanned Events indicate Culture of Company
  • Examples – Funeral Procession, Bike Accident
Common Complaints

✓ Noise
✓ Odor
✓ Visible air emissions
✓ Traffic
✓ Dust
✓ Is it toxic?
The Heat is On

- Determine the nature of issue causing everyone heartache
- Show you are a reasonable company
- Show respect for adversary, even if they don’t
- Show you are willing to listen
- Be willing to address the issue directly
Heat is On

- State position clearly, succinctly, without overwhelming technical information.
- Offer facility tour, if appropriate.
- Document that you are a good, corporate citizen in community.
- Get them to contact you instead of calling regulatory agency.
Get Organized

- Prepare Handouts Beneficial to Industry/Company
  - Industry white-papers
  - Risk comparison materials, e.g., local bakery, gas station, etc. emissions vs asphalt plant
  - Recycling, green efforts (RAP, WMA, etc.)
  - Asphalt is a non-leaching material
  - Understand IARC determination
  - Regulatory documents
  - Location specific materials
Organized, cont.

- Identify what you are doing to protect the community/environment
  - Review your current control technologies
  - Odor and blue smoke control if applicable.
- Identify process in common language
- Hire consultants, lawyers, etc., if needed
- Do not discount community concerns.
Public Hearing/Zoning

- Dress appropriately for meeting
- Rehearse any presentation prior to meeting
- Identify who will respond to questions prior to meeting
- Rehearse Q&A with co-workers prior to meeting
- Have handouts to counter misinformation
- Find local community advocates
Keep Cool

Don’t let adversary get you to react negatively
Conclusion

➢ Environmental activist groups are gaining ground across the country.
➢ Better to be proactive.
➢ Establish and implement company program.
➢ Build community relations and trust.
➢ Stay cool, listen, respond appropriately.
QUESTIONS??