



South Carolina Department of Health and Environmental Control

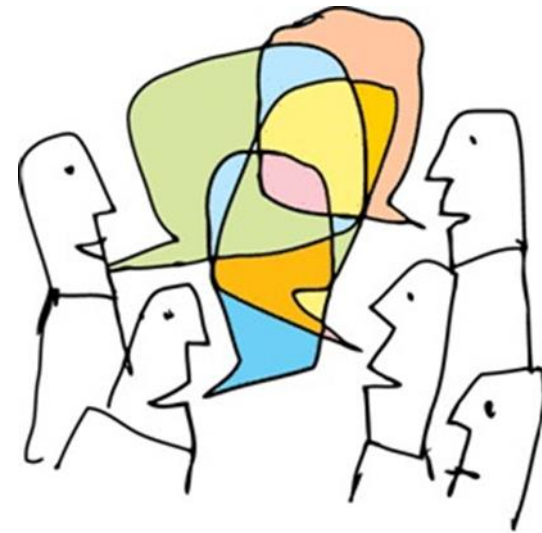
Public Participation as a Permitting Tool

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Carolinas Air Pollution Control Association

October 23, 2019

**How does your company engage
with your community?**





South Carolina Department of Health and Environmental Control

Engaging with community stakeholders can benefit your business!

The Big Deal

- Be a good neighbor
- Avoid costly delays
- Local input ensures sustainable decisions
- Built-in support system
- Improve public image
- Long-term investment



Common Community Perceptions

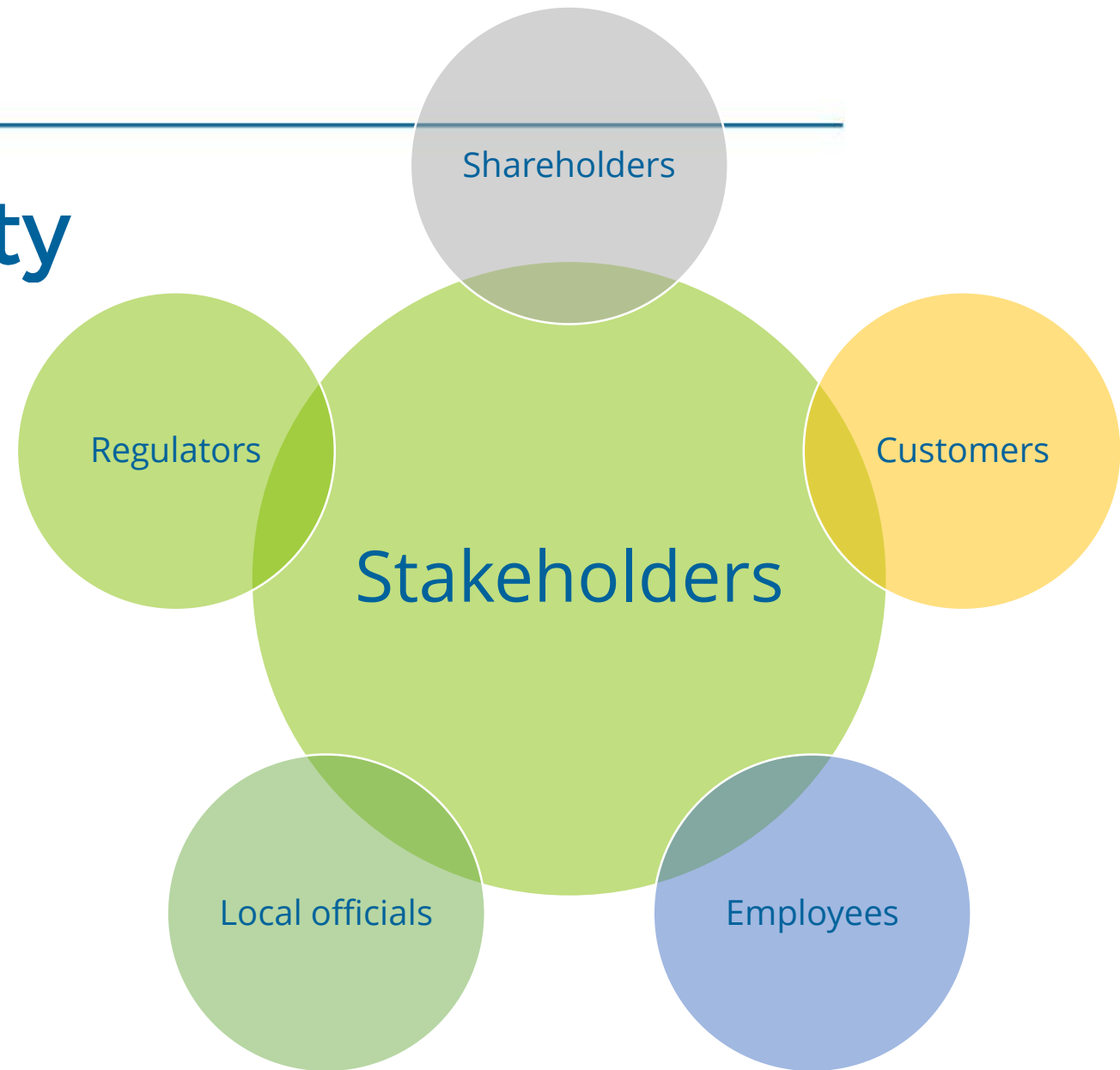
- Environmental permitting processes are....
 - Unfair
 - Biased to favor industry
 - Don't allow participation to affect outcomes



Steps to engagement

- **Identify** your stakeholders
- **Choose** your engagement strategy
- **Plan** your engagement process
- **Make** community engagement permanent

Your Community



Your Community

- Identify your stakeholders
- Identify their interests, issues, and expectations



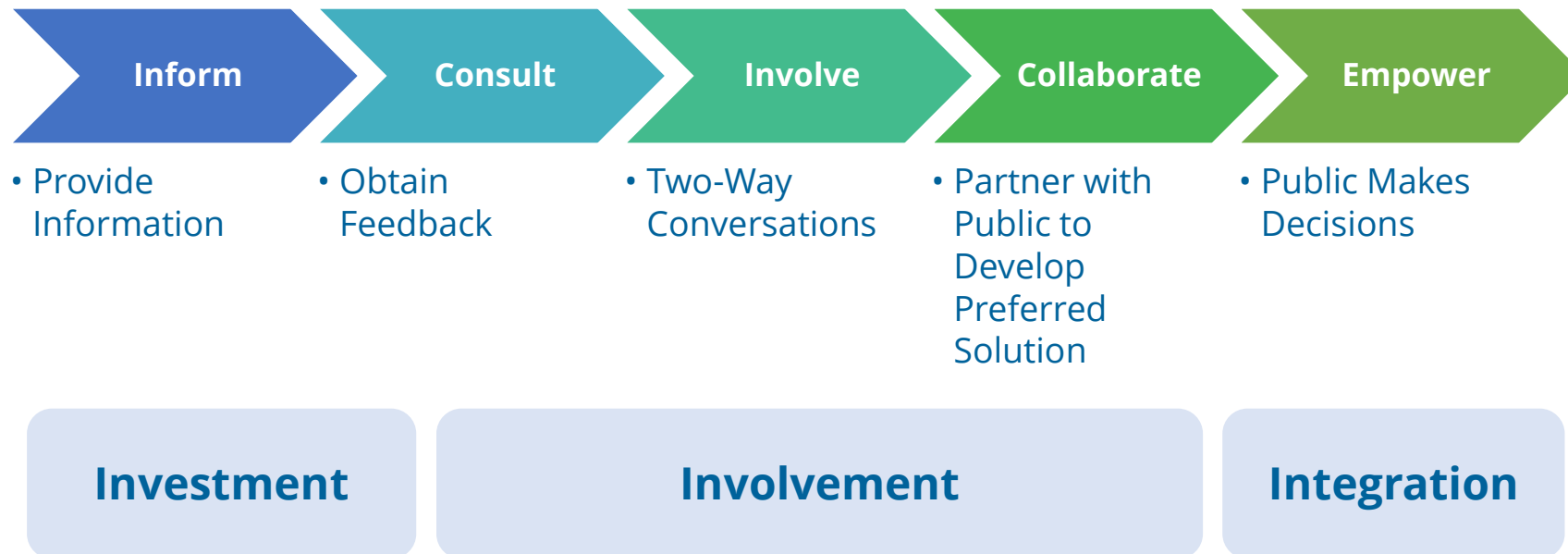
Stakeholder Analysis

Stakeholder Name	Interests	Position	Influence	Involvement	Special Considerations
Name of group or individual	What are their biggest concerns?	What outcome is a "win" for them?	Do they have any unique power in the situation?	What level of participation do you predict?	
<i>Mr. and Mrs. Doe</i>	<i>Property value, health risks, impacts to land, water, air, impacts to quality of life</i>	<i>Their concerns are considered</i>	<i>Long-term residents</i>	<i>High level of interest</i>	<i>Involved in several community organizations</i>

Engagement strategies

- Community investment
- Community involvement
- Community integration

Spectrum of Public Participation



Plan your engagement process

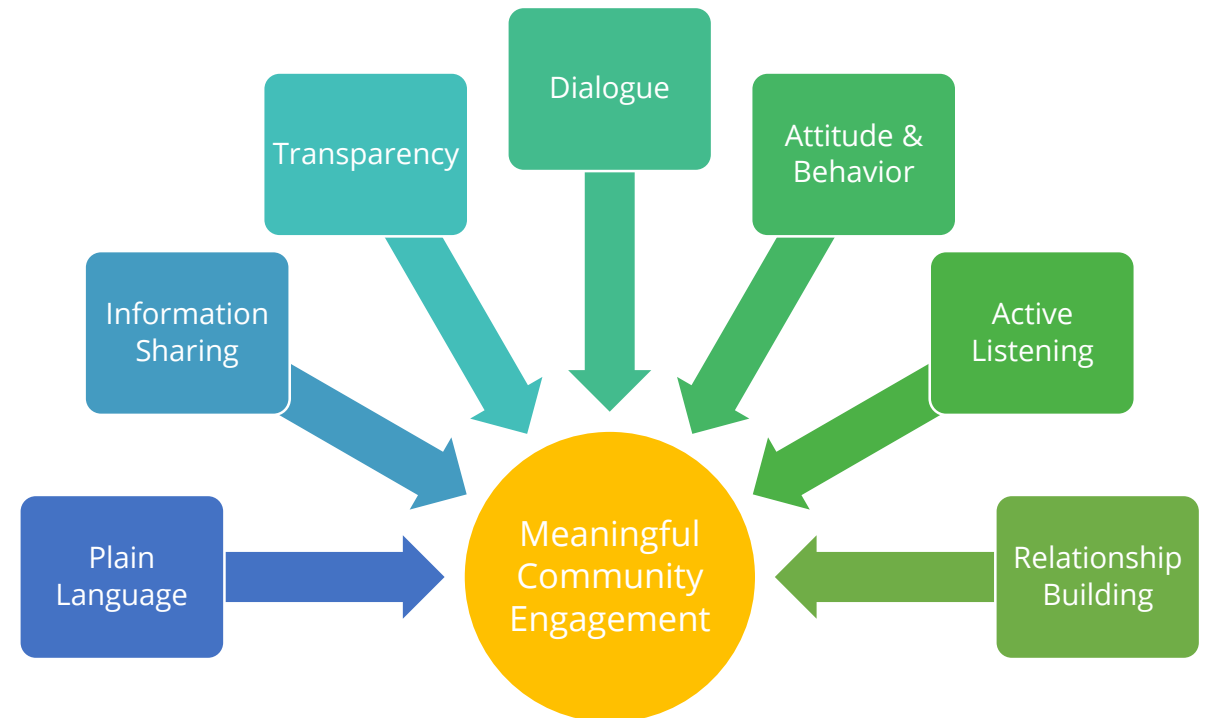
- Investment
 - Distribute flyers or ads
 - Donate to local charities
 - Encourage employees' involvement in local events
- Involvement
 - Surveys
 - Host public meetings or "open houses"
- Integration
 - Establish a Stakeholder Advisory Board

Stakeholder advisory boards

- Diverse
- Fixed membership
- Meet regularly
- Charged with specific goals
- Report to known entity

Make community engagement permanent

- Ongoing engagement culture
- Provide training and enhanced participation opportunities
- Frame community issues so they can be addressed by process





Project conceptualized

- Identify stakeholders
- Choose engagement strategy
- Establish relationships with local leaders
- Get involved locally
- Use local news sources to share info
- Hold public meetings



Permit application submitted

- Continue dialogue with community members
- Attend public meetings
- Attend meetings of local organizations



Permit issued

- Establish dedicated community relations position
- Empower employees
- Form a citizen's advisory group
- Routinely engage with local organizations, local schools and academic institutions

Community Engagement Staff

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Benefits of Community Engagement

- Minimize delays in the permitting process
- Learn local knowledge, experience, history
- Reduce chance of last minute appeals
- Address concerns that may be outside scope of environmental regulations
- Develop relationships with future workforce



CONTACT US

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