



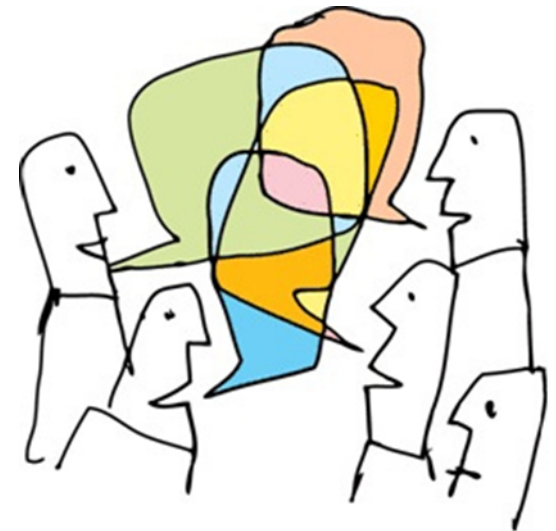
South Carolina Department of Health and Environmental Control

Sustainable Community Engagement

Going Beyond the Fenceline

CAPCA
April 12, 2018

How does your company engage with your community?



Public Relations

Distribution of information

Promoting a purpose to the public

Goal: inform or persuade the public to maintain a positive or favorable view about the organization.

Community Engagement

- A process of exchanging ideas
- Frequent interaction with anyone in the “community”.
- Goal: increase understanding, clarify values, and learn how public input can influence decisions

The 4 C's of SC DHEC's Environmental Programs

- Continuous Improvement
- Community Engagement (with EJ lens)
- Compliance Assistance
- Customer Service

Community Engagement Strategy

Raise public awareness

Improve access to information

Enhance public notifications

Create stakeholder advisory groups



Inform



- Public Notices
- Informational Materials

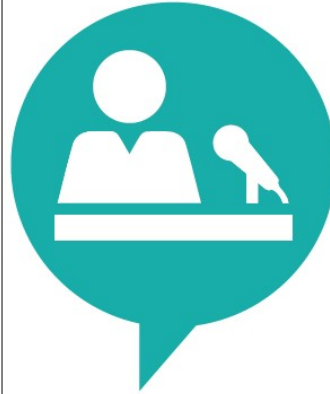
Connect



- baaqmd.gov
- sparetheair.org



Comment



- Public comments during board meetings
- Public comment on permits

Involve



- Rule development process
- Plan development process

Collaborate



- Special seminars and/or symposiums
- Select policy initiatives

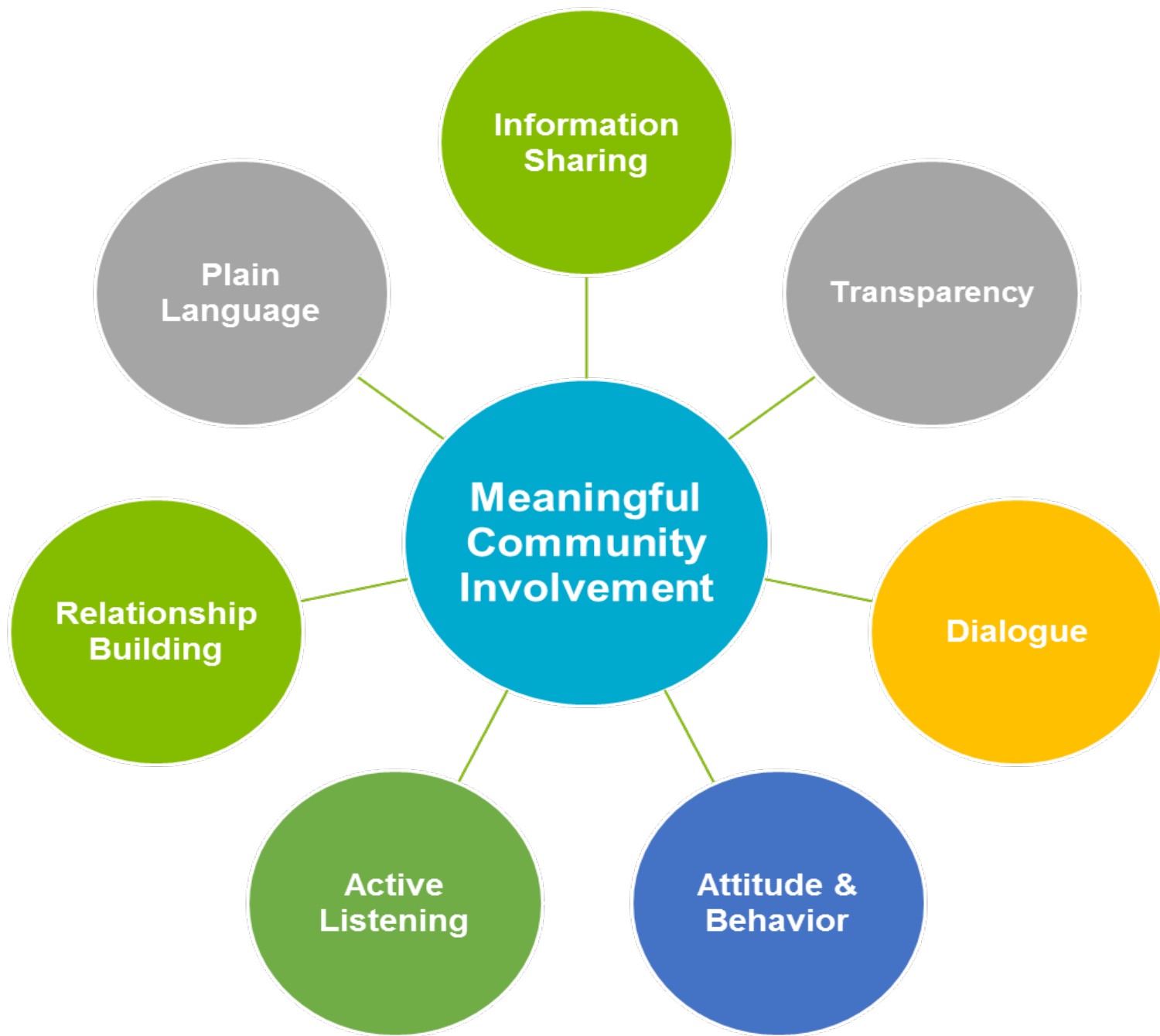
Partner



- Spare the Air Resource Teams
- Employer Program

Outreach

Engagement Activities



**Information
Sharing**

**Plain
Language**

Transparency

**Meaningful
Community
Involvement**

Dialogue

**Relationship
Building**

**Active
Listening**

**Attitude &
Behavior**

Non-traditional Partnerships

- Industry
- Local government
- Academia
- Advocacy groups
- Community members
- Other stakeholders beyond the fenceline...





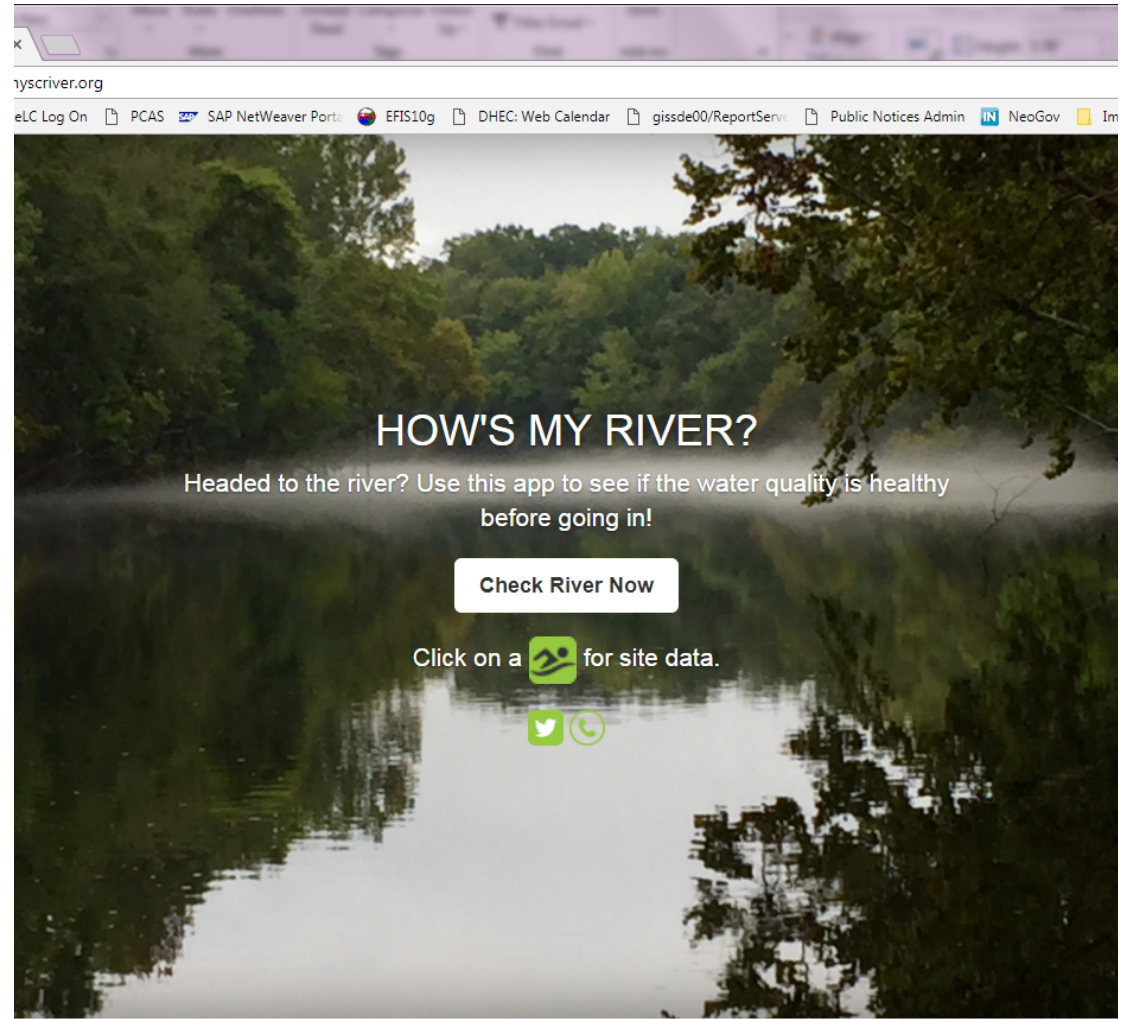
"We created a vision of community health and sustainability, and developed strategies to achieve it."

We leveraged other resources using the partnerships we formed through this program, including partnerships with former adversaries."

Midlands River Coalition

A Scenic River:
One Goal
Many Partners

Howsmyscriver.org





South Carolina Department of Health and Environmental Control



Building better
community relationships

Promoting environmental
sustainability and
resiliency

Improving quality of life
for communities

**Nominations open
May 1!**

www.scdhec.gov/CommunityStar

Why?

The Era of Consumer Participation....



A&WMA Magazine, August 2014



A&WMA Magazine, August 2014



<http://buboblog.blogspot.com/2011/11/at-last-the-holy-grail-of-stop-signs.html>

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



Disadvantages of Community Engagement

- The community does not agree with “experts” about what is needed
- It’s difficult to ensure all the right people get to the table
- It will take time to educate the community enough to understand the project, which delays the permitting process
- It’s a waste of time because the results will be the same

How can you engage with your community “beyond the fenceline?”

- Identify non-traditional partners
- Attend meetings of local clubs and organizations
- Encourage employee's involvement in local events
- Invite community members to an “open house” of your facility
- Establish a Citizens' Advisory Panel to provide opportunities for community members to provide meaningful input





CONTACT US

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Stay Connected

