

Colorado Rocky Mountain SWANA Chapter

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Urbanization Impacts on Landfill Operations

- **Facilitated by:**
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- **Public Relations and Public Participation**
 - **Will Flower, Republic Services**
- **Planning for Public Involvement**
 - **Ann Zimmerman, AZA Planning**



**A review of recent history regarding
landfills and the management of solid
waste**

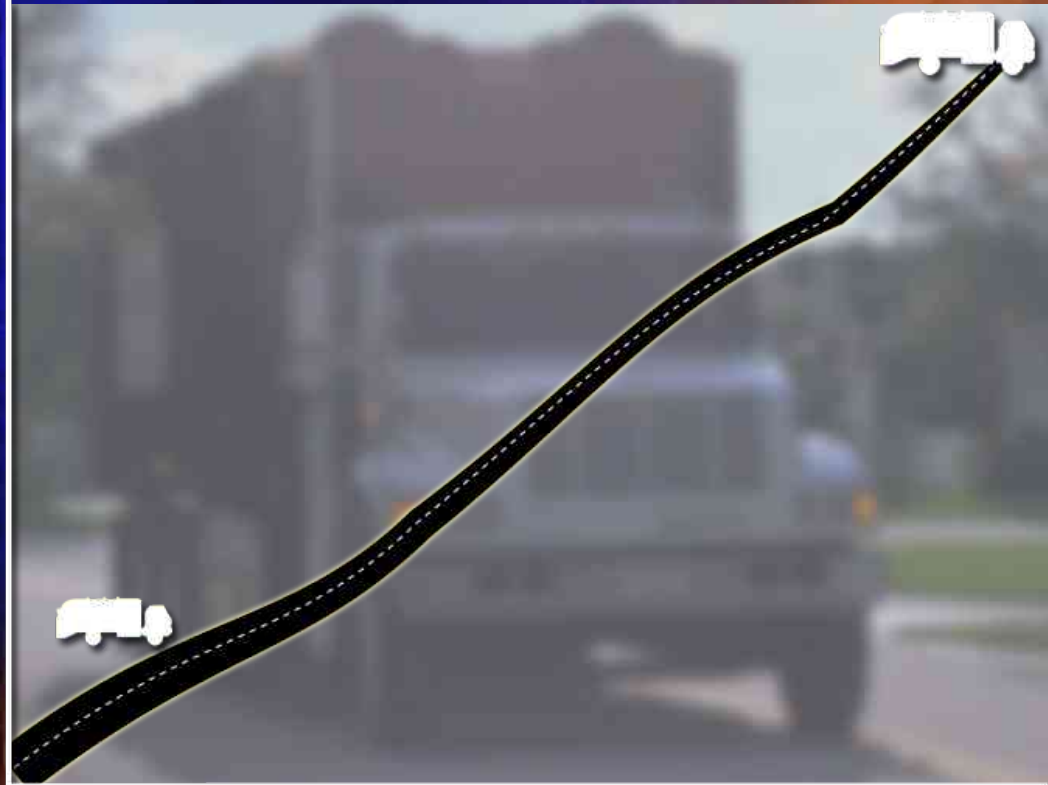
Solid Waste Management Challenges



Cost of a Collection Vehicle

\$150,000

\$30,000



1970's

2002

Landfill development costs

(per acre)

\$500,000

\$10,000



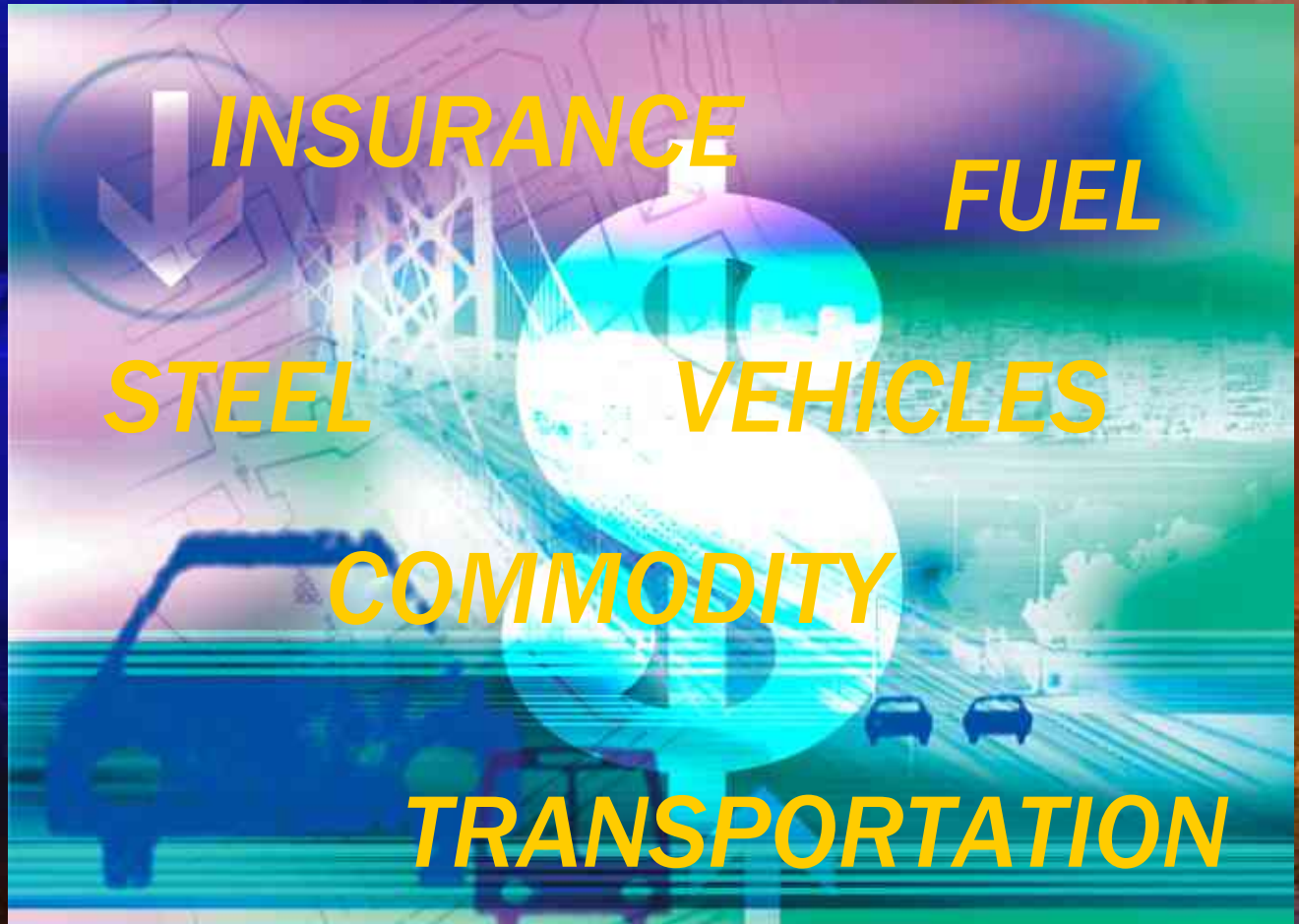
1970

1980

1990

2000

A Multitude of Costs



Number of Landfills (US)



Localized landfills



Regional landfills



Urbanization

More people = more waste to be managed

Larger facilities with longer life

Housing sprawl

– New neighbors around the landfill



Community Relations

A two-way communication process involving the giving and receiving of information, ideas and concerns.



Communication

Communicate (ke myoo`ne kat), v. 1. To pass along, transmit. 2. To make known; give or exchange information. 3. To be connected.

What do we need to communicate?

- Common language or signals
- A message
- Method to give and receive information
- Knowledge of the audience

Target Audiences

Neighbors

Customers

Existing

Potential

News Media

Print

Electronic

Editorial

Financial Community

Government Officials

Elected

Professional and regulatory staff

Community/Civic/Environmental Organizations

Employees

Vendors

Communicate

- Communicate early and often
- Maintain communication
- Keep it simple
- Use the tools available to you
- Be creative

Challenges of communicating our messages:

- Scientific/technical
- Subject to interpretation
- Easily distorted
- Skeptic audience

Addressing the challenge

- Empathetic
- Have clear, concise and accurate messages
- Use in house experts who can effectively deliver the message
- Use outside experts who can support eco your message

Addressing the challenge

- Immediately address misinformation
- Stay consistent
- Expect emotional concerns
- Be human and use human terms and values

Who can impact a decision?

- Neighbors
- Community leaders
- Elected officials (federal, state and local)
- Voters
- Employees
- Media
- Shareholders
- Customers
- Friends
- Detractors
- You and your team

Community Relations is:

A strategic initiative

An on-going discipline

An investment

Community Relations is NOT:

A program to hide less than superior operations.

Something to do only if you are considering expansion.

A program that will magically make your troubles disappear.

Components of a community relations program

- A commitment to the community that you care.
- Appropriate resources that match the need for the program.
- Regular evaluations and adaptation.
- An openness and a willingness to accommodate differing opinions.
- Understanding.

Community Relations

Menu items:

- A written community relations plan
 - Printed Material
 - Fact Sheets
 - Brochures
 - Newsletters
 - Annual reports
 - Web site/Blogs
 - News media relations
 - Presentations
 - Letters, flyers, post cards
 - Skilled professionals who know the business
 - Advisory groups
- 
- The background features a collage of images related to community relations. On the left, a woman is shown in a close-up, looking towards the camera. In the center, a man wearing a hard hat and safety glasses is smiling. On the right, a large white truck is parked in front of a building. The overall color scheme is a mix of blue and orange tones.

In the words of Thomas Jefferson...

“Whenever the people are well-informed, they can be trusted with their own government.”

“Whenever you do a thing, act as if all the world were watching.”