

Air & Waste Management Association

2018 Southern Section Annual Meeting &
Technical Conference

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WATKINS & EAGER

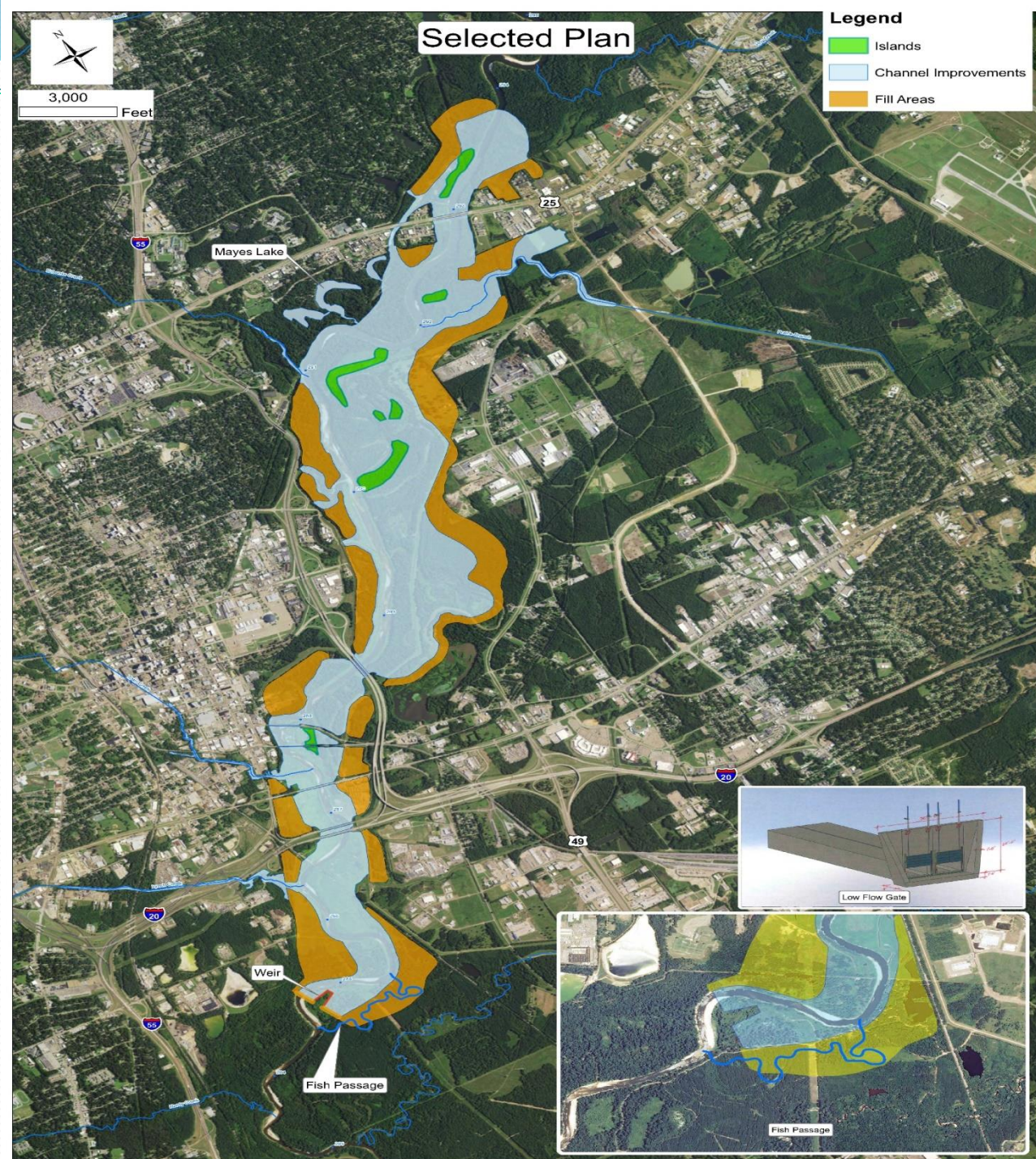
The Need - Jackson Mississippi - Central Business District April 1979



The Project

Current status –

- *Draft FS/EIS complete
- *Public Comment and meetings complete
- *State and federal agency commenting still underway



The Environmental Issues

- NEPA Compliance
 - Water Quality
 - Water Quantity
 - Endangered and Threatened Species
 - Wetlands
-
- Waste Sites

The Other Issues

- Public Commenting
- Non-Governmental Organizations – Environmental Groups
- Federal and state agency employee roles
- Dealing with the “press”

Waste Issues

- One former creosote facility
 - Site includes “Creosote Slough”
 - Numerous prior EPA and MDEQ investigations
 - NFRAP determined – last reviewed 2008

Project Footprint

Legend

- Islands
- Fill
- Flowwood
- Levees
- Water



Waste Issues

- Two former “city dumps” pre-Solid Waste Disposal Act/RCRA
 - MDEQ conducted limited remediation due to erosion
 - Investigations conducted under Brownfield grants

Project Footprint

Legend

- Fill
- Flowwood
- Islands
- Levees
- Water

Google Earth

© 2013 Google

800 ft



Project Footprint

Legend

- Fill
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Google Earth



Federal and State Agency Coordination

- 2013
- 2015
- Early 2018
- Late 2018

LESSONS

- Keep the agency in the process regardless of their interest
- Can't provide too much information to agencies

The Public Comment Process

- Public Notice
- Public Meeting Format
- Time

- LESSON
 - - ignore the “noise” and stay with the legally required approach

Addressing NGO's - Lessons

- Offer early participation – but don't expect them to accept
- Maintain careful communications at ALL times
- Expect biased public relations from NGO's
- Don't let their actions dictate your strategy
- Remember the goal of most NGO's –
 - delay or stall the project

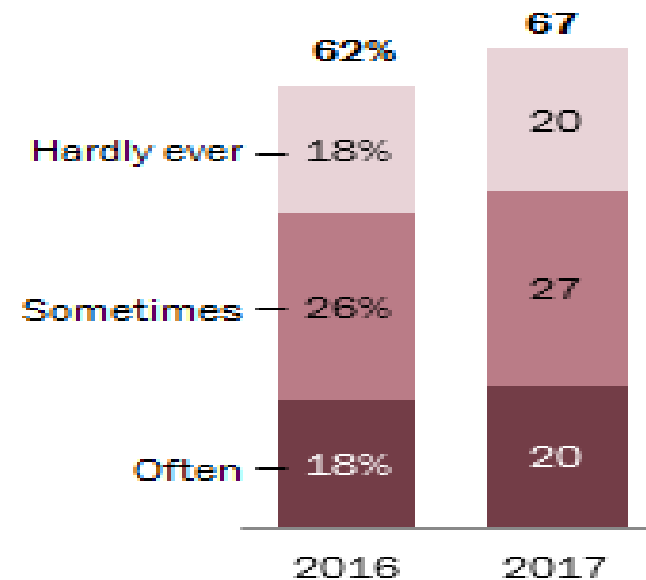
Dealing with the Press (and other sources of the “news”)

- Formal press
 - Press releases and commenting
- LESSON
 - Not every event or issue needs a comment or release
 - Keep responses simple
 - Develop a message and stick to it

Social media – the “news” source for many

In 2017, two-thirds of U.S. adults get news from social media

% of U.S. adults who get news from social media sites ...



Source: Survey conducted Aug. 8-21, 2017.
“News Use Across Social Media Platforms 2017”

PEW RESEARCH CENTER

LESSON

- Retain experienced PR firm with strong social media record (and the ability to understand scientific and engineering issues)
- Don't allow the social media posts to distract you from the goal

Addressing Agencies – Employee Duties

- Agency Policy v. Free Speech
 - **Example 5: An employee of the Army Corps of Engineers is actively involved in the activities of an organization whose goals relate to protection of the environment. The employee may not, other than as permitted by agency procedures, give the organization or a newspaper reporter nonpublic information about long-range plans to build a particular dam. (5 CFR §2635.703)**
- LESSON
 - Know the agency rules and be prepared to demand compliance

Future of Major Infrastructure Projects

Permitted Activity – Economic Growth v. Environmental Issues
Can each be of equal importance for all projects ?

*Environmental
Concerns*

Society Needs

