



BE PREPARED: PROTECT YOUR OPERATION FROM NEW TACTICS IN COMMUNITY OPPOSITION

DAVID PERKINS – TEXAS AGGREGATES AND CONCRETE ASSOCIATION

JANET KROLCZYK – CEMEX USA

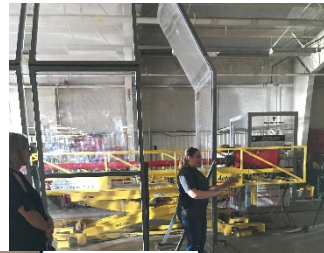
ROB VAN TIL – RIVER AGGREGATES

TYLER LOWE – VULCAN MATERIALS

LAS VEGAS, NV | MARCH 10–14, 2020



TACA MEMBERS BUILD TEXAS



OVERVIEW

- History of Engagement and Opposition
- Changing Dynamic of Organizing
- The Influence of Digital and Social Media
- The Changing Landscape in Texas
- Wrap Up and Q&A

HISTORY OF ENGAGEMENT AND OPPOSITION

19th Century

- National Audubon Society, Sierra Club, Boone & Crockett
- Word of mouth, print publications, localized/focused

Early 20th Century

- Wilderness Society, National Wildlife Federation, Nature Conservancy
- Broader acceptance, increased political focus

1960s-70s

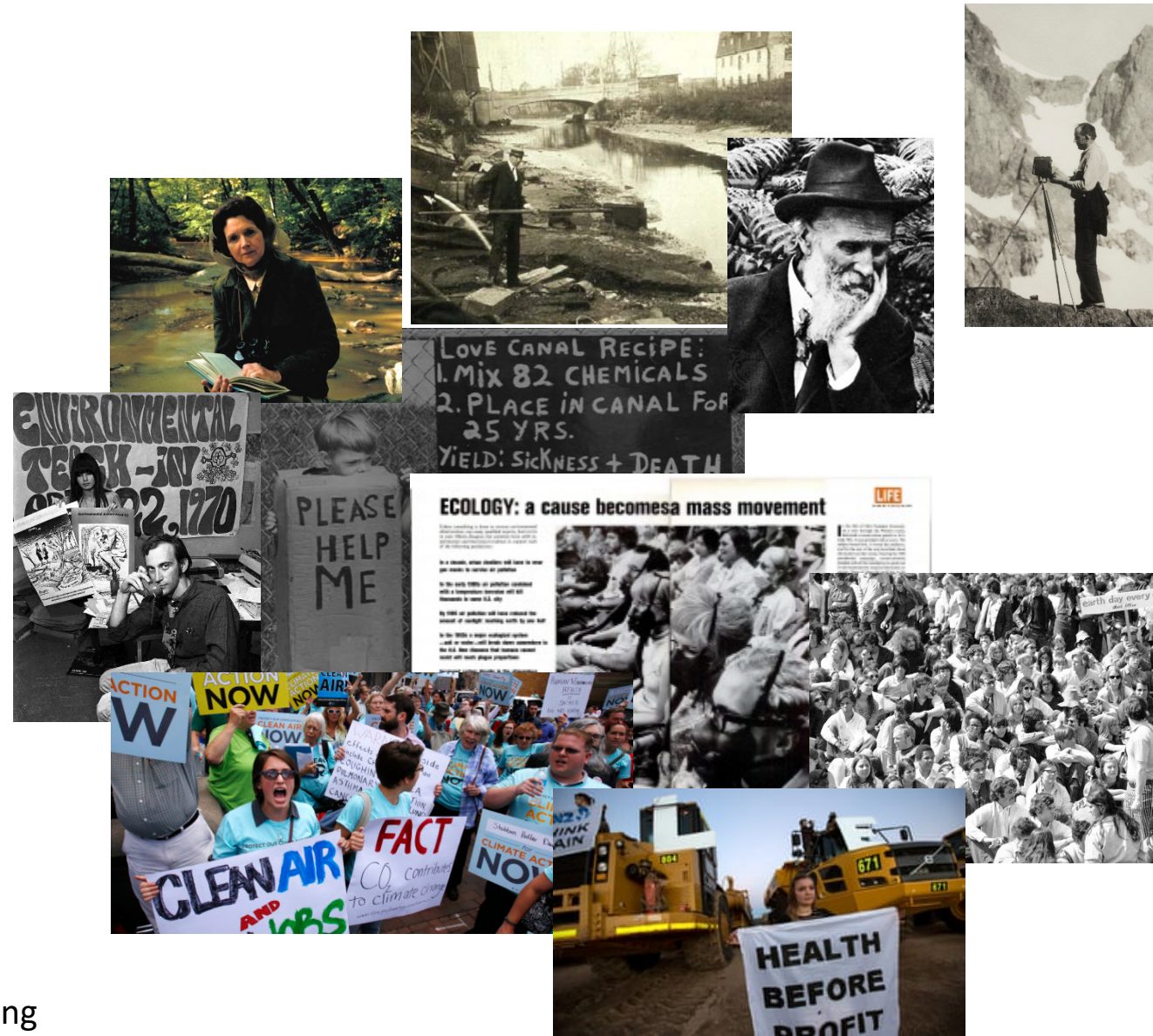
- *Silent Spring*, Clean Air Act, Clean Water Act, Environmental Defense Fund, Earthjustice, NRDC
- Multi-media attention, significant focus

1980s-90s

- Love Canal, Greenpeace, Climate Change
- Local organization increased, mostly through traditional channels

Early 2000s

- Kyoto Protocol, An Inconvenient Truth, Endangerment Finding
- Advent of internet, digitization of information

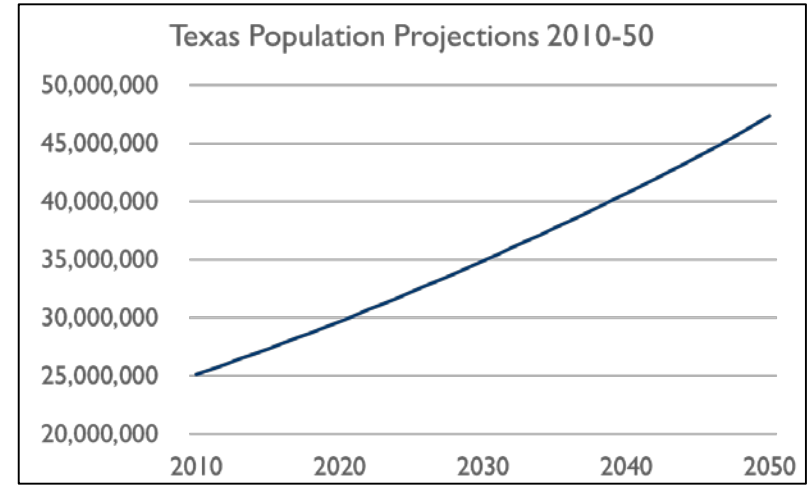
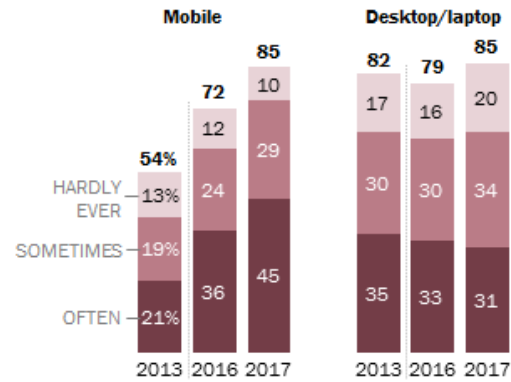


CHANGING DYNAMIC OF ORGANIZING

- Population Dynamics and Growth
- Trends in News Media
- Accessibility and Flow of Information

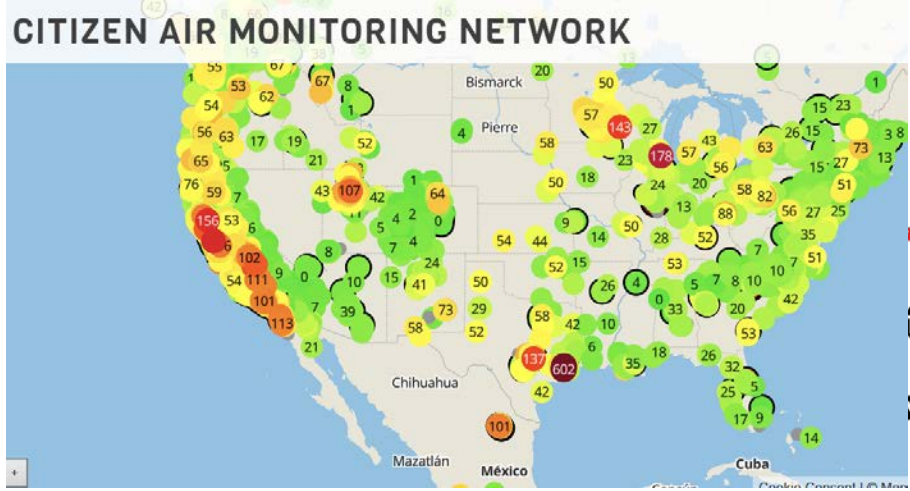
Use of mobile devices for news continues to grow

% of U.S. adults who get news from ...



Of those who get news on both desktop and mobile, most prefer mobile

% of those who get news on both desktop and mobile who prefer mobile
Pew Research Center, 2017



THE INFLUENCE OF DIGITAL AND SOCIAL MEDIA

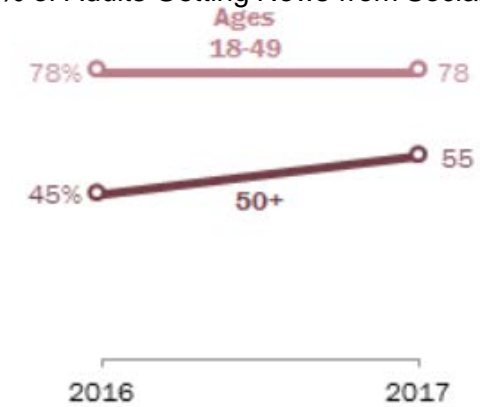


Growing Adoption

Stakeholder Integration and Communication

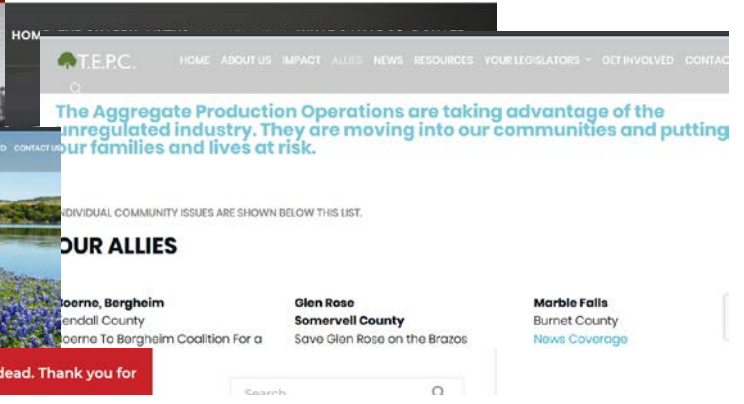
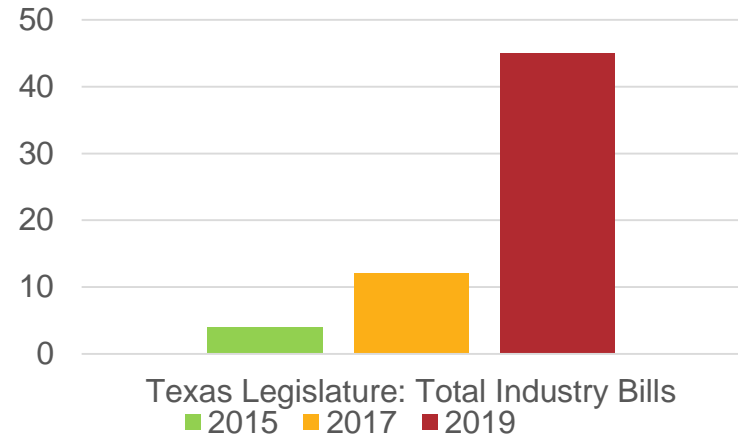
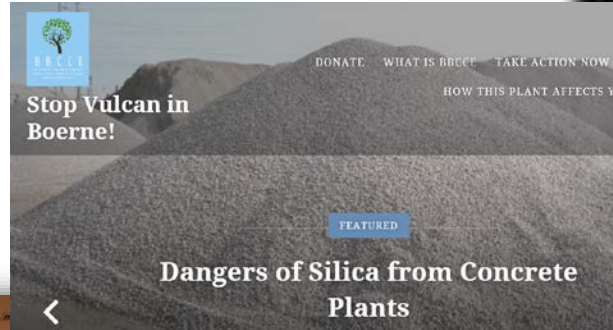
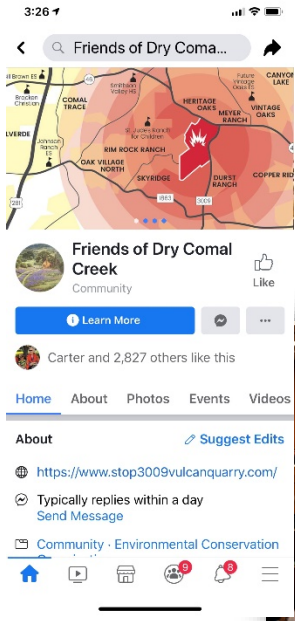
Policymaking Influence

% of Adults Getting News from Social Media



Pew Research Center, 2017

THE CHANGING LANDSCAPE IN TEXAS



MAY 16 UPDATE: This bill appears to be dead. Thank you for...

THE CHANGING LANDSCAPE IN TEXAS

4:49

Boerne to Bergheim...

Home About Events Photos Comm

November 22, 2017



3

Like Comment Share

Boerne to Bergheim Coalition for a ...

8:14 AM 93%

Friends of Dry Comal Creek shared a post. 2 mins

We are making a difference, folks! 🙌 By speaking out and taking action, citizen-led grassroots efforts like ours (and others around the state) have forced the big quarry and aggregate lobbyists to hire a PR firm in order to "generate positive media coverage" and respond to "increasing opposition from certain constituencies."

So it seems our "friends" at TACA (Texas Industry Lobby Group with Vulcan on the board) has decided they must hire an expensive PR firm to try to c... Continue Reading

TACA CONVEYOR | Feature

TACA Launches COMMUNICATIONS PROGRAM

Texas Aggregates & Concrete Association

For many years, TACA has successfully managed issues relevant to the industry and its members. However - due to several factors, including a movement toward more hyper-efficient methods of disseminating information, increasing opposition from certain constituencies and myriad new and potentially damaging regulations and legislative threats - the industry faces heightened scrutiny. This has created

stakeholders, a more intentional and proactive approach to communicating information about the industry is critical in order to achieve long-term success for the association.

In light of the above, TACA recently engaged with Pure Energy PR to develop and spearhead a communications campaign. The primary objective is to help TACA and its members effectively engage, educate, inform and influence key stakeholders and audiences about the positive benefits member industries

industry's benefits, safety record and regulatory compliance.

- Counter negative industry news with positive, fact-based information about how TACA members help build a better life for Texas residents and businesses.
- Support TACA governmental affairs and lobbying programs with targeted, effective communications materials and strategy.
- Strengthen TACA's position as the primary resource of Texas' aggregates, concrete, cement and other related industries.

5 3 3

14

12 shares

Very well said... 1d Like Reply

I like how they used your words "a seat at the table". 🤔 1d Like Reply

Well said! I dont need to be set straight by TACA. 41m Like Reply

Write a comment...

4:50 PM 43%

Search in Boerne to Bergheim C...

SB6534 (Birdwell-TACA's BFF) allows the TCEQ to post an environmental rule change on its website and posting a notice in any other traditional form is "optional."

SB2726 (Kueimpel-Another TACA BFF). This one allows construction to commence before a final air pollution permit has been issued but thankfully at the company's own risk...what risk?

SB6596 (Birdwell) This one takes the cake. It increases the TCEQ's budget to hire more employees solely to rubber stamp new air pollution permits faster, "Expedited Permits." Evidently they are experiencing such a demand for expedited permit requests that they can't keep up with it and need help.

Scoreboard TACA 42 Texans 0

Well played, good fellas but this isn't over...



Reduce Flooding - NOW!

642

News Overview Reports High Rises Sand Mining Legislation Impacts Pic of Day Gallery

Missions Links Contact

downstream from River Grove Park, Harvey's giant new sand dune, one of several that block most of the river.

Sand reaches the tree tops downstream of sand mines adjacent to Sorters-McClellan Road west of Kingwood.

Sand that blocks drainage ditches, reduces river capacity, or decreases water velocity contributes to flooding.

YOUR A LYING MOTHERFUCKER

ALAMO CEMENT

IN 1989 DESTROYED MY 1,100 ACRES FAMILY FARM TARRANT COUNTY

GO F UCK YOURSELF YOU

THIS IS A HOKE I WILL PREVAIL IN F.L.

ONE EXAMPLE: SHARING OUR STORY

WeRTexas

TACA members work hard to support Texas' growing population. With 1,400 new Texans each and every day, we know it's a job to keep up with the state's growing need for infrastructure. And that's our job.

We are part of our communities, volunteering and contributing passion and skills to make things better where they live and work.



ONE EXAMPLE: TEACHER WORKSHOPS



ONE EXAMPLE: HURRICANE HARVEY

HOUSTON STRONGER

Flood Risk Reduction Strategies and Action

Date: October 2, 2019
Location: HCC West Houston Institute
 2811 Hayes Road
 Houston, TX 77082
Time: 10 to 11:30 a.m.

SPEAKERS:
 Lina Hidalgo
 Harris County Judge
 Dade Phelan
 Texas Representative, District 21
 Steve Costello
 Chief Recovery Officer, City of Houston
 Kathleen Jackson
 Director, Texas Water Development Board
 W. Nim Kidd
 Chief, Texas Division of Emergency Management
 Russ Poppe
 Executive Director, Harris County Flood Control District
 Sheri Willey
 Deputy Branch Chief, US Army Corps of Engineers

REGISTER HERE

Brought to You By:




Houston Stronger is a coalition of civic groups, business associations and active citizens throughout the Texas Gulf Coast region dedicated to working with local, state and federal officials to implement a comprehensive regional flood control plan that safeguards our citizens and property. Visit HoustonStronger.net for more information.



ONE EXAMPLE: TEXAS A&M DEPT. OF CIVIL ENGINEERING



ENGINEERING
TEXAS A&M UNIVERSITY

ONE EXAMPLE: LEGISLATIVE AND STAFF TOURS



ONE EXAMPLE: CHAMBER MIXERS



ONE EXAMPLE: QUARRY DAYS

- Blast Observations
- Photos w/Equipment
- PPE Free Zones
- Rock Collecting
- Presentations
- Lunch



CONCLUSION

- **Social and Digital Media/Communications are the New Normal**
- **Stakeholder Transparency Will Continue to Increase**
- **Policymaking and Legislative Impacts will Grow More Closely Linked to Organized Engagement**
- **It is a Marathon, Not a Sprint**
- **Multiple Efforts**
 - **Social Media/Communications**
 - **Facility Transparency and Community Engagement**
 - **Working with Critical Stakeholder Groups over Long-Term Horizon**



Questions?

Please complete the session evaluation on the CONEXPO–CON/AGG Mobile App. This is the same place you can log Professional Development Hours (PDH).