# TACA Member Engagement:
# Connecting with the Community

**Engaging Communities in the Age of Social Media**
Social media and community advocacy groups have amplified local voices and scrutiny around new aggregates permits in Texas. Operators must be ready to communicate clearly, respond transparently and build trust with the communities, officials and reporters who shape local perception.

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## 🌐 1. Be Visible & Credible Online

- Own your narrative. Establish official Facebook, LinkedIn and Nextdoor pages for your operation.
- Show, don't just tell. Post short videos of dust control systems, traffic management and reclamation projects.
- Track the conversation. Monitor local Facebook groups and neighborhood pages for misinformation – and correct it quickly with verified facts from TCEQ or TACA.
- Spotlight good works. Share stories about employee volunteerism, school partnerships and donations to local nonprofits.

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## 🏘️ 2. Connect Directly with the Community

- Open doors early. Host "Meet the Operator" open houses before permit hearings.
- Create a neighbors group. Hold quarterly meetings with nearby residents to discuss updates and mitigation steps.
- Offer a contact channel. Dedicate an email or phone number for public questions and concerns.
- Be transparent. Publish quarterly community updates about operations, water use and safety milestones.

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## 📰 3. Work Proactively with Media

- Build relationships. Get to know local reporters at the *Houston Chronicle*, *Fort Bend Star*, *Community Impact*, *San Antonio Express-News*, *Texas Standard*, KXXV-TV and others.
- Educate, don't react. Offer background briefings explaining how TCEQ regulates dust, air quality and noise.
- Provide visuals. Share photos and graphics that show safety measures, environmental protections and reclamation examples.
- Respond promptly. When questions arise, reply factually, calmly and with a solutions-oriented tone.

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## 🏛️ 4. Engage Local Officials & Regulators

- Communicate early and often. Meet with county commissioners, city staff and planning officials before filing a permit.

- Highlight community benefits. Emphasize jobs created, tax contributions and materials provided for local schools, roads and housing.
- Invite site visits. Let officials and first responders see best practices in action.
- Share your record. Reference your TCEQ compliance history and environmental performance metrics.

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### 🤝 5. Strengthen Community Trust

- Invest locally. Support youth sports, parks and community improvement projects.
- Show stewardship. Feature reclaimed quarries turned into lakes, golf courses or recreation areas.
- Emphasize your people. Remind the community that employees are also local residents who value clean air, safety and quality of life.
- Collaborate with TACA. Use statewide messaging and educational materials to reinforce transparency and industry leadership.

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### ⚡ 6. Be Ready for Crisis Response

- Prepare statements in advance. Have holding messages ready for dust complaints, traffic issues or misinformation.
- Train your team. Designate and coach a single spokesperson.
- Coordinate quickly. Notify TACA's communications team for rapid support and message alignment.
- Stay consistent. Stick to facts, remain respectful and demonstrate action.

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**Bottom line:**
Texas growth depends on the materials our industry provides. By communicating early, often and authentically, operators can help ensure that both communities and construction thrive – together.