

The TACA S.T.A.R. Community Program

Sustainable. Trustworthy. Accountable. Responsible.

December 14th, 2016

Presented by the TACA Emerging Leaders group

Our Problem

- Cement, aggregate, and concrete industries have been incorrectly characterized as a noisy, dusty, traffic congestion causing, air quality decreasing, light pollution emitting, water wasting, dangerous health condition-causing industry.

Greenhouse Gases
Causes Dangerous Health Conditions
Water Waste
Poor Air Quality
Noisy Traffic
Dusty Congestion
Light Pollution

Our Solution

- The objective for our Emerging Leaders group was to create a program that would improve community relations. Although many facilities work diligently to meet regulatory standards, these standards do not translate well to the public.

The TACA S.T.A.R. Community Program



How Does It Work?

- The TACA S.T.A.R. Community Program consists of 5 sections
 - Hosting informational events
 - Reaching out to the community
 - Aesthetics
 - Community involvement
 - Environmental considerations
- Job portfolio
- Ratings



Part 1:

Hosting informational events

Description

Hosting an event to talk with the community, or elected official(s), or regulatory agencies, about economic, environmental, and positive impacts.

1 Point: Meet annually

2 Points: Meet bi-annually

3 Points: Meet quarterly

Part 2:

Reaching out to the Community

Description

Reaching out to larger parts of the community to educate more of the populace near the facility.

1 Point: Reach out using 2 of the examples below

2 Points: Reach out using 3 of the examples below

3 Points: Reach out using 4 or more of the examples below

Ways to reach out

- Hang flyers about the facility in popular areas*
- Mail facility updates to the surrounding areas*
- Attend city council, county, or other local civic meetings to represent the facility
- Post information about the facility on social media*
- Availability of a community affairs liaison*

** Requires Proof – If you wish to be granted points for these items, please provide printouts/screenshots of the topic in question. In some cases, contact information may be given as means of proof.*

Part 3:

Aesthetics

Description

Improving the aesthetics of the facility.

- 1 Point: The facility makes 1 aesthetic improvement
- 2 Points: The facility makes 2 aesthetic improvements
- 3 Points: The facility makes 3 or more aesthetic improvements

Actions that improve aesthetics

- Regular painting schedule
- Facility landscaping or use of drought resistant landscaping*
- Walls that limit visuals of the operations*

** Requires Proof – If you wish to be granted points for these items, please provide printouts/screenshots of the topic in question. In some cases, contact information may be given as means of proof.*

Part 4:

Community Involvement

Description

Positive actions that affect the community.

1 Point: The facility follows 2 of the actions below

2 Points: The facility follows 3 of the actions below

3 Points: The facility follows 4 or more of the actions below

Actions that affect the community

- Noise reduction/management
- Traffic management
- Hiring from within the community
- Supporting local or civic activities*
- Facility personnel holding leadership roles within the community*

** Requires Proof – If you wish to be granted points for these items, please provide printouts/screenshots of the topic in question. In some cases, contact information may be given as means of proof.*

Part 5:

Environmental Considerations

Description

Positive actions that affect the environment.

- 1 Point: The facility follows 3 of the actions below
- 2 Points: The facility follows 4 of the actions below
- 3 Points: The facility follows 5 or more of the actions below

Actions that affect the environment

- Dust suppression systems
- Waste management and other sustainable efforts
- Recycling materials and efforts
- Certified by an environmental group or other regulatory body*
- Low-energy lighting
- Greenhouse gas reduction
- Water management

** Requires Proof – If you wish to be granted points for these items, please provide printouts/screenshots of the topic in question. In some cases, contact information may be given as means of proof.*

Point System

Bronze Star

5 Points



Silver Star

6-10 Points



Gold Star

11-15 Points



Final Result

- After submitting a form and receiving a rating, the facility may display their rating as they see fit for the next calendar year.



Questions?