



Environmental Quality Management, Inc.

# Community Relations

## Community Concerns

Odors, toxic air emissions, groundwater contamination, hazardous waste cleanups. For the public, environmental issues like these can be complex, confusing, and often emotional.

Neighbors, elected officials, employees, environmental activists, and citizen groups are increasingly raising concerns and questions about the health and safety of their community. Complaint calls to regulatory agencies are on the rise, public meetings are often hostile, and the media emphasizes the negative.



To help industry and government effectively and successfully communicate with the public about environmental, health, and safety issues, EQ is offering a new service: **Community Relations**.

## Why Would You Need Community Relations?

- ▶ Legally required to communicate with public (e.g., RCRA, CERCLA, Consent Order/Decree)
- ▶ In reaction to an event (e.g., major spill or release, compliance issues, complaints, targeted by environmental group, negative media attention)
- ▶ Proactive (e.g., promote environmental programs, Green PR, want to build trust before, not after)

## How Can Community Relations Help?

- ▶ Improve relationships, reputation, and trust
- ▶ Resolve public concerns
- ▶ Gain public acceptance
- ▶ Manage or avoid a crisis
- ▶ Promote successes and “green” programs
- ▶ Comply with environmental regulations

## Demonstrated Expertise

Ms. Deb Leonard, our community relations manager, has more than 16 years of experience in environmental community relations. Ms. Leonard has a bachelor’s degree in journalism, a master’s degree in environmental science, and an Accreditation in Public Relations (APR) from the Public Relations Society of America (PRSA).

## Industries That Can Be Served:

- ▶ Chemical Manufacturers
- ▶ Steel Manufacturers
- ▶ Gas & Electric Utilities
- ▶ Water & Wastewater Utilities
- ▶ Cement/Aggregates Industry
- ▶ Hazardous Waste Management Firms
- ▶ Consumer Products
- ▶ School Districts
- ▶ Law Firms
- ▶ Developers
- ▶ Non-Profit Organizations
- ▶ Environmental/Engineering Firms
- ▶ Local, State, and Federal Government

*Solving Problems... Creating Cost-Effective, Sustainable Solutions!*



## Community Relations Issues

EQ's community relations group can provide communications help to clients with a wide range of environmental, health, and safety issues, including:

- ▶ RCRA, CERCLA and Consent Order/Decree investigations and cleanups
- ▶ Groundwater contamination and vapor intrusion
- ▶ Drinking water
- ▶ Air emissions
- ▶ Odors
- ▶ Complaints from neighbors or environmental activist groups
- ▶ Brownfields
- ▶ Hazardous material spills and releases
- ▶ Solid waste and landfills
- ▶ Hazardous waste and disposal methods
- ▶ Lead paint and asbestos
- ▶ Plant closures and demolitions
- ▶ Compliance issues and permits
- ▶ Environmental programs and plant improvements
- ▶ Major construction projects
- ▶ Wastewater treatment
- ▶ Gas, water, sewer pipeline and electric transmission lines
- ▶ Biological/chemical agents (terrorism)

## Community Relations Services:

EQ's community relations group can provide the following communications support:

- ▶ Public Involvement for RCRA, CERCLA, and Consent Order/Decree cleanups
- ▶ Risk Communication
- ▶ Community Advisory Panels and Restoration Advisory Boards
- ▶ Meeting Coordination
- ▶ Event Planning
- ▶ Presentations for Public Meetings/Workshops
- ▶ Community and Employee Newsletters
- ▶ Fact Sheets, Brochures and Other Printed Materials
- ▶ Annual Environmental Reports
- ▶ Public Opinion Research
- ▶ Communication Plans for Public Outreach
- ▶ Toll-Free Information Lines
- ▶ Websites
- ▶ Video Scripts
- ▶ Media Relations
- ▶ Crisis Communication
- ▶ Community Relations and Public Acceptance
- ▶ Public Awareness and Education Campaigns



## About EQ

EQ is a full-service environmental consulting, engineering, and remediation firm with offices throughout the U.S. and internationally. In addition to our corporate headquarters in Cincinnati, EQ has offices in Chicago, Durham, Las Vegas, New Orleans, Pittsburgh, Portland, Roanoke, Sacramento, San Antonio, and Seattle.

**For additional information please contact:**

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