

**VTCA**  
*Aggregate Producers*  
Foundation for Virginia's Success

# Community Outreach Toolkit

Virginia Transportation Construction Alliance

VERSION 2/NOVEMBER 2016





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*Our reputation affects most  
of what we do and how  
others view us.*

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**Dear Member:**

On behalf of VTCA, it is my pleasure to present the first edition of the VTCA Virginia Aggregate Producers Community Outreach Toolkit.

Our goal in developing the Community Outreach Toolkit is to provide members with consistent messages, talking points, communications tools and resources to help key constituents better understand the valuable role aggregates play in the success of a community, and provide them with the facts about how a modern aggregate facility is responsibly operated.

By informing key constituents and building trust with them, VTCA Aggregate Producers create a more conducive environment in which to conduct daily operations and succeed in permitting requests, zoning changes and expansions. This enhanced reputation can also support members when something difficult and unexpected occurs.

As individual aggregate companies, and collectively as Virginia's aggregate industry, our reputation affects most of what we do and how others view us. Inconsistent community outreach and a lack of public involvement have a measurable cost to us in terms of delays, denials of permits and opposition to projects. Our dedication—for being honest with people in the community and respecting them—is an essential part of our success.

Please share this guide with your team, and work with VTCA Aggregate Producers to champion the importance of aggregate products and promote a positive image of the aggregate mining industry in your community and Virginia.

Sincerely,

*Jeffrey C. Southard*

Jeffrey C. Southard  
Executive Vice President

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*VTCA Aggregate Producers  
manufacture the crushed stone, sand  
and gravel that form the Foundation  
for Virginia's Success.*

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**VTCA**  
**Aggregate Producers**  
Foundation for Virginia's Success

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## Correct Logo Usage

**VTCA**  
***Aggregate Producers***  
Foundation for Virginia's Success

Blue = PMS 288    Red = PMS 180

**VTCA**  
***Aggregate Producers***  
Foundation for Virginia's Success

All black version

**VTCA**  
***Aggregate Producers***  
Foundation for Virginia's Success

# VTCA Aggregate Producers Logo Usage

This logo usage guide is an introduction to how to properly use VTCA Aggregate Producer's logo.

Inconsistent use of the logo reduces its strength of our message and creates confusion. Putting forth a unified image to the public brings value, prominence and awareness to the aggregates industry. This consistent visibility helps VCTA prosper and grow.

Shown at left, the VCTA Aggregate Producers logo is designed to be memorable and easily recognized. Consistent use builds recognition, so the colors and proportions of our logo must not be altered. Refrain from using special effects such as drop shadows or embossing or using different typefaces or colors. The logo should never be scaled horizontally or vertically to fit an area. It must be scaled proportionally.

The VTCA Aggregate Producers logo complements the VTCA logo and is to be used as part of the VTCA family of logos. **Anytime the VTCA Aggregate Producers logo is used, it must have Virginia Transportation Construction Alliance spelled out somewhere on the piece.**

**Your cooperation is essential to the successful implementation of this important program.**

## Incorrect Logo Usages





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*Aggregates are truly  
a local product that benefit and  
improve the quality of life in  
the local community.*

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## SECTION 1

# Delivering Memorable Messages

## Key Messages

Key messages are those ideas or take-aways that we want our key constituents to know about Virginia's aggregate producers. Utilizing the following key messages helps us to speak consistently with a unified voice. The use of these key messages when talking with constituents will support our overall effort to champion the use of aggregate products and promote a positive image of the aggregate mining industry in Virginia.

### Message 1:

Virginia's aggregate producers manufacture the crushed stone, sand and gravel that form the Foundation for Virginia's Success. Aggregates play a vital role in our daily lives as the primary component in concrete and asphalt which are essential for constructing roads and bridges, homes, businesses, schools, hospitals and places of worship. Aggregates also are used in everyday products such as paper, glass, medicines, and fertilizer.

### Message 2:

Virginia's aggregate producers hold the safety and welfare of their employees, neighbors and surrounding community as OUR number one priority.

### Message 3:

Virginia's aggregate producers recognize that the Earth's resources are limited and that environmental stewardship is vital to preserve quality of life for future generations. Wise environmental stewardship is good business, and good for business.



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*Modern aggregate plants  
are energy efficient and have noise  
and emission controls that are  
strictly regulated.*

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## SECTION 2

# Educating the Community about Virginia's Aggregate Producers

## Talking Points

Following are talking points that you can use in your outreach efforts. They have been categorized so that you can easily identify the areas of interest that you need. Again, using these talking points helps Virginia's aggregate producers members speak consistently and with a unified voice.

### Let's start first by explaining what aggregates actually are...

- Aggregates are hard natural materials such as sand, gravel and crushed stone. They are used in the production of asphalt, concrete, mortar or as raw aggregate for many other uses, including residential and commercial construction and the building of roads and highways and other transportation infrastructure.
- Most citizens have a perception of what aggregates operations may have been like 50 years ago, but they are not reflective of our modern operations today.
- My goal, and that of Virginia's aggregate producers, is to help you better understand why aggregate is so important, and give you the facts about how we responsibly conduct our business while providing jobs and investments in the communities we serve.

### Humble Aggregates Perform Important Jobs...

- From the time you wake up in the morning to when you fall asleep at night, you rely on aggregates without even realizing it.
- It takes 400 tons of aggregates to construct the average modern home and 15,000 tons for the average school or hospital. Aggregates are used to make the concrete in the foundation all the way up to the shingles on the roof—and everywhere in between, like the wallboard, tile, glass and plaster.
- Aggregates are used to build the dams and hydraulic structures that provide our clean water supplies.
- Crushed stone, sand and gravel are used by water and sewer facilities for filtration in water purification and sewage treatment.
- Aggregates make more than 94% of asphalt and 80% of concrete pavements.
- It takes 38,000 tons of aggregates to construct one mile of a four-lane highway.
- Ground and pounded aggregates are used to manufacture a variety of household items such as paper, paint, cosmetics, pharmaceuticals, toothpaste, chewing gum and cleansers.
- We have a great fact sheet that outlines even more uses for aggregates. I have copies here tonight and it can also be found online at (list URL)

## Section 2: Talking Points *(continued)*

### Your Community Benefits from Aggregates

- Similar to the need for other utilities such as water, electricity, and wastewater treatment, an aggregate site is an essential component of your community's infrastructure, providing a cost-effective, local source of an essential commodity.
- Aggregates are truly a local product that benefit and improve the quality of life in the local community. Nearly all crushed stone, sand and gravel are used within 50 miles of where they were extracted.
- Virginia's aggregate producers provide local jobs and stimulate economic development.
- Virginia's aggregate producers employ 2,900 aggregate miners and 8,500 contractors across the state.
- Local communities rely on aggregate producers for local tax revenue. Often, aggregate operations are "net" tax generators to the community; they put little to no burden on public services, i.e. Water, Sewer, Schools, Police, Fire, Rescue, etc.
- Aggregate operations also serve as green space for local communities as much of the property remains undeveloped and undisturbed. They are a haven for wildlife.
- Aggregate operations are community members for the long term. These operations become part of the fabric of the community for 50 – 100 years.

### Responsible and Safe Operations are our First Priority

- Consistently responsible and safe operations are always required for success.
- It is the only pathway to building trust and positive relationships with employees, neighbors and the communities we serve.
- VTCA aggregate producers operate under strict local, state and federal safety and operational guidelines and have a safety manager on staff to train and assure employees adhere to mandated safety practices.
- Aggregate operations are regulated by numerous state and federal agencies to assure safe operations for employees, the surrounding community and the environment.
- These agencies frequently conduct unannounced and very thorough inspections of the site, equipment and operations. Penalties for non-compliance can range from a warning to substantial fines or, in rare cases, imprisonment.
- Oversight agencies include:
  - Virginia Department of Environmental Quality (DEQ)
  - Virginia Department of Mines, Minerals and Energy (DMME)
  - Virginia Department of Transportation (VDOT)
  - U.S. Department of Labor, Mine Safety and Health Administration (MSHA)
  - U.S. Environmental Protection Agency (EPA)
- The aggregate industry strives to exceed and outperform the expectations of these regulatory agencies and by working in partnership with them we create a safe working environment for our associates and the communities we serve.
- Employees must participate in 24 hours of new miner training "prior" to starting to work and 8 hours of annual refresher safety training.

## Section 2: Talking Points *(continued)*

### Working to be a Good Neighbor

- To insulate their operations from the surrounding community, aggregate sites provide substantial buffers of land between them and their neighbors.
- Mining operations generally utilize only a portion of their sites for mining and processing while maintaining large tracts of land as buffer areas.
- Modern aggregate plants are energy efficient and have noise and emission controls that are strictly regulated.
- Sites utilize recycled water from captured stormwater runoff in the manufacturing process and for dust suppression.
- Modern aggregate facilities use wet suppression and dry collection systems to control dust from processing, stockpiling and traffic.
- During work hours, water trucks wet access and haul roads. Wheel washes help control dust from being carried offsite.
- The Virginia Division of Mines Minerals and Energy (DMME) sets limits on the amount of ground vibration and pressure quarries can generate when constructing a blast. A third party monitors each blast with a seismograph to make sure the blast is within these limits.
- No explosives are stored onsite.

### Aggregates and the Environment

- Virginia's aggregate producers are required by law to conserve and reclaim the land they use.
- Environmental responsibilities include: land reclamation, stormwater management, reforestation, timber management and the protection and preservation of wildlife habitats.
- Conservation and reclamation programs are strictly overseen by local, state and federal regulatory agencies, and are developed internally using environmental regulations and best practices from conservation groups.
- Virginia's aggregate producers have created some of the most progressive and innovative environmental programs in the Commonwealth.

#### **Aggregates themselves have many environmental uses and benefits:**

- Rocks are used for erosion control and slope protection, building dams and protecting shorelines and navigation channels.
- Limestone aggregates are used in some smokestacks to help clean the air by reducing sulfur dioxide emissions.
- They also are used in water filtration, sewage control, wastewater control and drinking water purification.

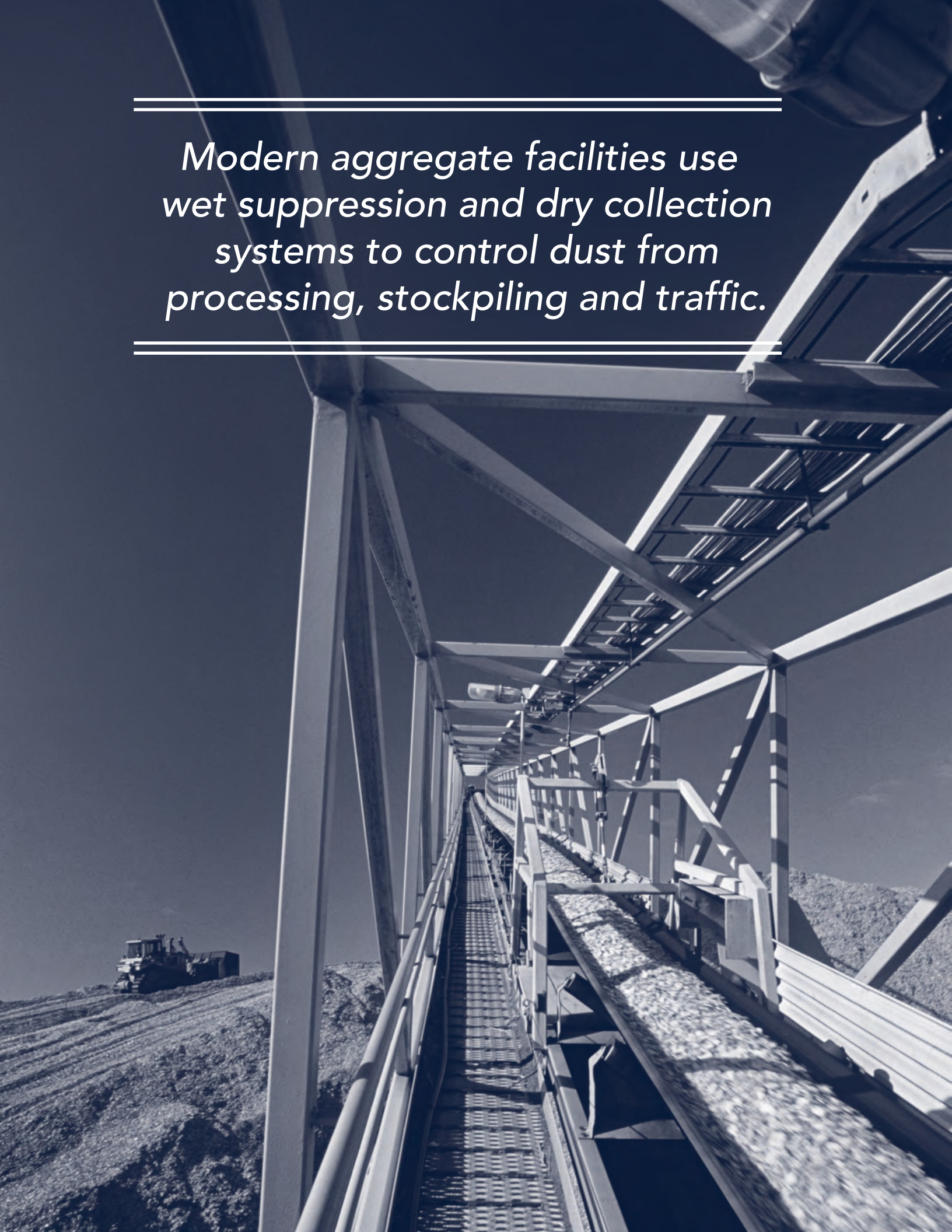
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*Modern aggregate facilities use wet suppression and dry collection systems to control dust from processing, stockpiling and traffic.*

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## SECTION 3

# Establishing and Maintaining Key Community Relationships

## Community Outreach Contact List

Establishing and maintaining an up-to-date Key Community Constituents Contact List is an essential tool in your Community Outreach Toolkit. Below is a list of key contacts that you should have at all times, along with others you will want to add that are particular to your location. This will enable you to quickly and efficiently reach your key constituents to proactively communicate or to alert them in case of emergency.

Following is a template to assist in establishing your list is in this section.

### Local Government Representatives

- Board of Supervisors (Va County)
- Town Council (If part of Va County)
- City Council
- State Legislators for your district
- City, Town or County Managers
- City, Town or County Planners
- Economic Development Officers
- City, County, Town Planning Commissions
- Mayors/Board Chairperson

### Neighbors

- Neighboring Businesses to the Quarry Operation
- Adjacent Property Owners (residential, land, business) (notification required by law)

### Neighborhood/Homeowner Associations

- Business and Community Leaders
- CEO/Presidents of Influential Area Employers
- Executive Directors of Area Non-Profits

### Local Government Representatives

- Area schools and colleges/universities
- Chambers of Commerce
- Business Alliances
- Rotary Clubs
- Business Leagues

### Safety

- Fire and Rescue Squads
- Sheriff's Department
- Police Department
- Regional, State, and Federal Agencies (weather service offices, emergency management offices, etc.)

### Environmental and Nature Groups

- Sierra Club
- Geology Clubs
- Trout Unlimited, etc.

### Local Media

- Television
- Newspaper
- Radio
- Business Magazines

# List of Key Constituency Groups for Outreach

Local Government Representatives	Name	Title	Mailing Address	Email	Phone/Fax
Board of Supervisors (Va County)					
Town Council (If part of Va County)					
City Council					
State Legislators for your district					
City, Town or County Managers					
City, Town or County Planners					
Economic Development Officers					
City, County, Town Planning Commissions					
Mayors/Board Chairperson					
<b>Neighbors</b>					
Neighboring Businesses to the Quarry Operation					
Adjacent Property Owners <i>(residential, land, business)</i> <i>(notification required by law)</i>					
<b>Neighborhood/Homeowner Associations</b>					
Business and Community Leaders					
CEO/Presidents of Influential Area Employers					
Executive Directors of Area Non-Profits					



Local Government Representatives	Name	Title	Mailing Address	Email	Phone/Fax
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Area schools and colleges/universities

Chambers of Commerce

Business Alliances

Rotary Clubs

Business Leagues

**Safety**

Fire and Rescue Squads

Sheriff's Department

Police Department

Regional, State, and Federal Agencies  
(weather service offices, emergency management offices, etc.)

**Environmental and Nature Groups**

Sierra Club

Geology Clubs

Trout Unlimited, etc.

Local Media

Television

Newspaper

Radio

Business Magazines

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*It takes 38,000 tons of aggregates  
to construct one mile of a  
four-lane highway.*

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## SECTION 4

# Building Better Community Relationships and Enhancing Your Reputation

Opening your site to your key constituents through planned and structured events and activities educates them about a modern aggregates operation and provides you with the opportunity to build positive relationships.

In this section, you will find a list of sample activities you can plan for your site as well as a roadmap to planning Special Events.

### Sample Activities for Positive Community Outreach

#### Site Tours for:

- Local aggregate customers
- Local government officials (Board of Supervisors, Town Council, City Council, Planning Commissioners)
- Local state legislators
- Tours for local municipality staff: planning and zoning, economic development, stormwater management
- Local schools (elementary, fifth grade SOLs, colleges and universities)
- Local geology clubs

#### Familiarization & Safety Training Tours for:

- Local fire department personnel
- Local police & sheriff personnel
- Local EMS

*\*Provide casual lunch or dinner after the training event.*

#### Open House for Neighbors:

- Adjacent landowners
- Neighbors within a mile radius

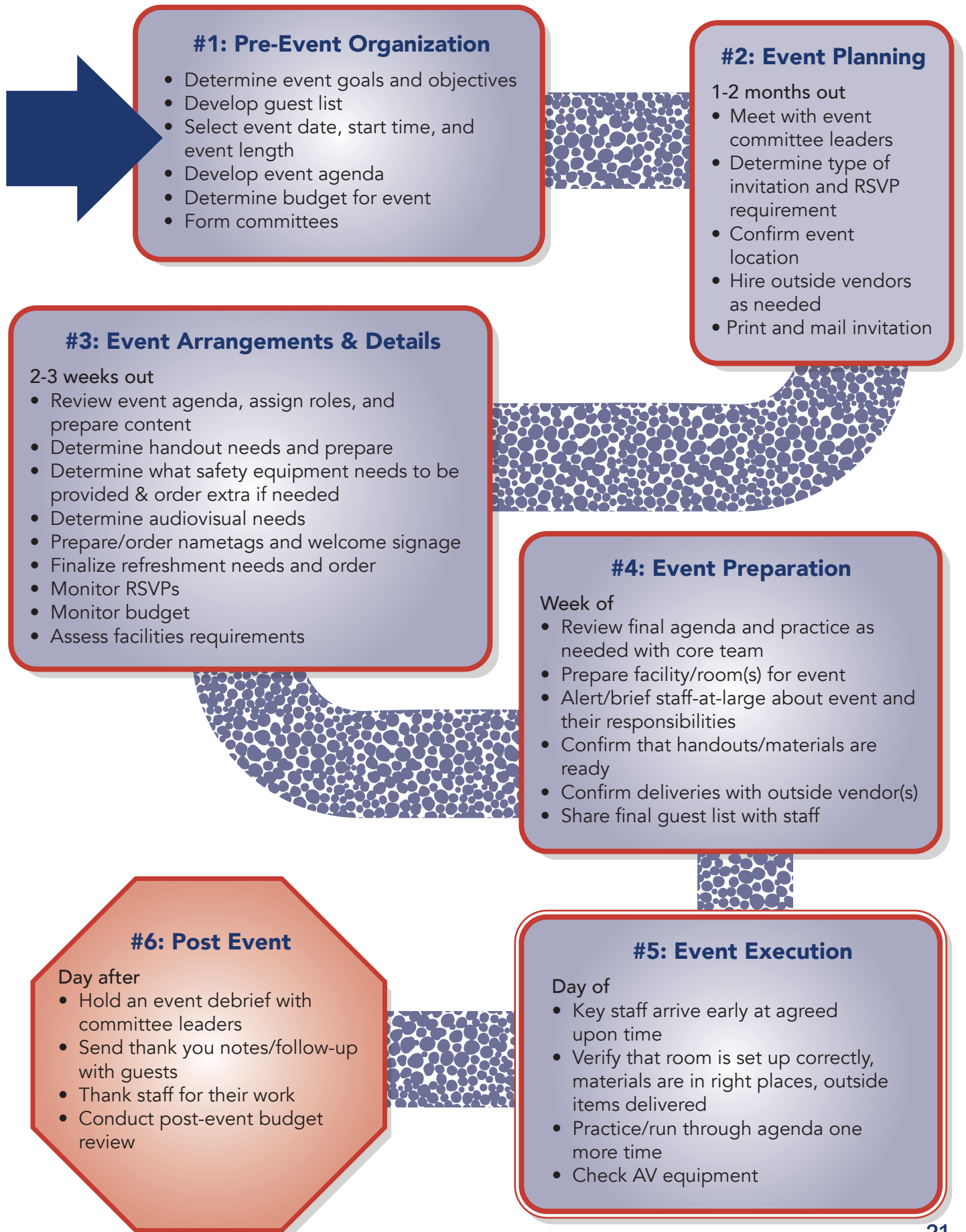
*\*Plan an open house picnic/barbeque with site tours, children's activities.*

#### Event to Announce/Present Safety, Environmental or Community Awards

- Invite local officials and dignitaries from your key constituents list
- Invite local newspapers (see media alert template)




# Special Events Planning Steps and Timeline



# Special Events Planning Guide and Checklist

PLANNING STEP	THINGS TO CONSIDER	RESPONSIBILITY	START	DUE	COMPLETE
<b>Before the event:</b> Determine event goals and objectives.	<b>Typically 2+ months prior.</b> Why are you doing it? Who will you invite? How formal or informal? What is the key message you want to communicate to your guests? What is the one thing you want them to say or do after the event?				
Develop guest list.	Capture titles and proper spellings. (See you Key Constituents List)				
Select event date, start time, and event length.	Consider date availability - are there other industry or business events that same day? Is it a holiday for some? Consider how much notice your guests might need to be able to attend. Be realistic about how much time you need to effectively plan event.				
Develop event agenda.	What will your guests be doing, where, when, and with whom?				
Determine budget for event.	Things you should typically budget for when doing an event: Invitations, printed materials, food, décor, tables, chairs, AV equipment. If event is off-site consider the cost of location rental, parking, permits, and transportation.				
Form committees as required and designate committee leaders.	Typical: Invitations, Refreshments, Facilities, IT (AV), Program/Materials, Hospitality.				
Meet with committee leaders.	Provide purpose and scope of event; develop timeline; divide tasks; and, agree to committee meeting schedule.				
Determine type of invitation and RSVP requirement (how, to whom and by when).	Will it be printed or emailed? Will there be a save the date invitation? Will you remind invitees to RSVP? Will you follow-up with non-responders?				
Determine type of refreshments required/desired.	Consider time of and length of event, as well as your event goal - the bigger the goal, typically the more extensive the refreshments.				
Designate where event will take place.	Assumption: on-site.				
Hire outside vendors as needed.	Graphic designer, printer, caterer, florist.				
Design invitation, print/order (if mailing), and send.	Mail/email invitations 3-6 weeks ahead of time, depending on guest list.				
Leverage relationships when inviting guests.	If staff member has strong relationship with invitee and you think it would encourage attendance if they included a personal note, do so.				
As the event gets closer:	Typically 3-5 weeks out.				
Continue meetings with committee leaders.	Make sure budget parameters and timeline are being followed.				
Review event agenda, assign roles, and prepare content.	Keep your goals and objectives in mind as you develop agenda. Think about who will cover what topics. Get as specific as needed to achieve goals.				
Determine handout needs and prepare.	Do you have brochures/company materials to share? Do you have a gift/favor you want to give to attendees?				

PLANNING STEP	THINGS TO CONSIDER	RESPONSIBILITY	START	DUE	COMPLETE
Determine what safety equipment needs to be provided & order extra if needed	Hard hats, safety glasses, etc. Order.				
Determine audiovisual needs.	Event lead and IT Committee Lead meet to discuss.				
Prepare/order nametags and welcome signage.	Nametags are helpful for large groups from multiple organizations.				
Finalize refreshment needs and order.	Deadline based on caterer requirements.				
Monitor RSVPs.	Follow up with non-responders, if part of your plan.				
Monitor budget.	Any special seating/table arrangements needed? Any facilities repairs needed prior to event? Tidy up.				
Assess facilities requirements.	Adjust A/V needs as required.				
<b>One week ahead:</b>					
Review final agenda and practice as needed with core team.	If guests are in your building/on site, employees should be aware and should know their roles, even if it's just to say hello as guests pass on a tour. Discuss dress code.				
Prepare facility/room(s) for event.					
Alert/brief staff-at-large about event and their responsibilities					
Confirm that handouts/materials are ready.					
Confirm deliveries with outside vendor(s).					
Share final guest list with staff.					
<b>Day of event:</b>					
Key staff arrive early at agreed upon time.					
Verify that room is set up correctly, materials are in right places, outside items delivered.					
Practice/run through agenda one more time.					
Check AV equipment.					
Immediately following event:					
Meet with key staff to compare goals and objectives to results and determine follow-up.					
Send thank you notes/follow-up with guests.					
Thank staff for their work.					
Conduct post-event budget review.					
Meet with committee leaders to document what went well and areas for improvement.					



*Nearly all crushed stone, sand and gravel are used within 50 miles of where they were extracted making aggregates a truly local business.*



## SECTION 5

# Conducting Your Outreach: Helpful Tools and Templates

The following section provides tools and templates to make it easy for you and your team to conduct your community outreach. For your convenience, these can be found electronically at [VCTA.org](http://VCTA.org).

- Email invite to tour or event
- Written invitation to tour or event
- Media alert for news conference/event
- News release for new hires/promotions
- News release for awards
- News release for company news
- Sample letter to adjacent neighbors
- Sample letter to elected and/or government officials

## E-MAIL

E-mail invite to tour or event.

To: Tom Bostic (tbostic@orange.va.gov)  
From: Gary Collins (gcollins@preferred.com)  
Date: October 1, 2015  
Subject: Join us to celebrate our plant expansion

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Hi Tom,

We are pleased to announce the completion of Preferred's Orange County plant expansion, and we are hoping you will join other community leaders for a tour of the facility, 4:00pm, Thursday, October 21, 2015. We will give you a firsthand look at our state-of-the-industry operating practices, including safety procedures and environmental controls that are so important to Preferred and the community.

The tour will be followed by a brief discussion with our leadership team in our corporate offices at 1400 Raintree Road, Orange, VA, 20501. Refreshments will be provided.

The Preferred team is grateful for the longstanding relationships we have with the area's civic, government and business leaders. We look forward to continuing to work together to improve the well-being of the community and the local economy.

We hope to see you on Thursday, October 21.

Best wishes,

Gary Collins  
CEO & President  
Preferred Aggregates, Inc.

\*Please RSVP to Roberta Alexandra, ralexandra@preferred.com or 434.442.0441

## INVITATION

Special event printed invitation.

### **Join Us.**

The employees of Preferred Aggregates, Inc.  
Invite you to attend a community day celebration  
To recognize the expansion of the  
Orange County Quarry

Old-fashion, fall picnic  
Music by Country Rockers  
Games & pumpkins for kids

Remarks by  
The Honorable Sarah B. Pace  
Mayor, City of Orange &  
Gary Collins  
CEO & President  
Preferred Aggregates, Inc.

10:00am - 2:00pm  
Saturday, October 20, 2015

RSVP to Roberta Alexander  
ralexander@preferred.com

Shuttle bus provided from  
Orange County Fair Grounds;  
Disabled parking available on-site

## MEDIA ADVISORY

A media advisory is used to invite media to an event or announcement.

*Prepare a brief headline describing your event*

### **SAMPLE: (Your Company Name) Preferred Aggregates, Inc., Teams Up With Smith County Sheriff for Back-to-School Safety Education Effort**

**What:** *One-or-two paragraphs describing your event or announcement*

*Sample:* As the summer season comes to an end, a local business and the (List your local partner or partners) Smith County Sheriff's Department are working together to remind drivers and students to be extra cautious when on or near the road. Traffic volume and patterns change in our communities when school resumes in September, and the goal of this effort is to ensure that students arrive to and return home from school safely.

**The program kicks off at the Smith County Community Center with an unveiling of safety education campaign program and materials. Refreshments and music by Country Rockers.**

**Who:** (Your company and partners) Gary Collins, CEO, Preferred Aggregates, Smith County Sheriff Jack Jones and staff, County Manager Virgil Johnson, Students from the Smith County High School

**Where:** Smith County Community Center  
418 Sleepy Hollow Road, Smith, VA 29892

**When:** Day, Date, Hour  
(SAMPLE: Thursday, August 27, 2015, 3:00pm-5:00pm)

**Why:** *Sample:* Safety education programs are proven to reduce traffic accidents involving students as drivers and pedestrians. The goal of this program is to provide tips to ensure that adults and students are not victims of needless traffic accidents. Preferred Aggregates, Inc. is the first local company to team up with the Sheriff, and encourages others to join this important initiative.

**Onsite Contacts:** Bob Jones, (company name), 000-000-0000  
Sam Bird, (company name), 000-111-1111

**Directions:** From the East:

From the West:

GPS Address: (Provide accurate address for use with GPS)

## SAMPLE NEWS RELEASE FOR NEW EMPLOYEES

A news release is used to share significant news about your organization.

## NEWS RELEASE

Contact: **Bob Jones**  
000-000-0000/bjones@preferred.com

### Preferred Aggregates Adds **Fred Matthews** to Sales Force

SMITH, VA — September 12, 2015 — Smith County-resident Fred Matthews has joined the sales department of Preferred Aggregates, Inc., a leading source of construction materials. In his new position, Matthews is responsible for commercial sales with the company's concrete business line. He has more than 20 years of experience in the industry. Prior to joining Preferred, he was in sales with the Tharpe Aggregates in Johnston, VA.

"Fred is a valuable addition to our sales team," says Joe Lusane, vice president of sales and marketing for Preferred. "His experience and expertise will help ensure that our customers choose the right products for their many varied needs."

Construction products customers may reach Fred at 000-000-0000 or fmatthews@preferred.com. Additional news and information about Preferred may be found at [www.preferred.com](http://www.preferred.com).

#### About Preferred

*Prepare a paragraph description about your company, which could include:*

- *Year company was founded*
- *Communities and industries served*
- *Key products and services, and examples of where products are used (i.e. schools, hospitals, highways)*
- *Examples of community involvement*

Body copy should describe the who, what, where, when and why!

**Sample:** *Since 1935, Preferred has supplied quality construction materials to communities in eastern Virginia and North Carolina. Preferred produces aggregate, block, and concrete, which are essential in the construction of homes, schools, hospitals and office buildings, as well as the maintenance and construction of roads and bridges. The company has five plant locations and is actively involved in each plant community through the Boys and Girls Clubs, 4H and Habitat for Humanity. Please visit [www.preferred.com](http://www.preferred.com) for more news and information.*

###

## SAMPLE NEWS RELEASE FOR SPECIAL AWARDS

A news release is sent to media to announce award, honors and other recognition.

## NEWS RELEASE

Contact: Bob Jones  
000-000-0000/bjones@preferred.com

### **Preferred Aggregates Receives Award from Drive Smart Virginia *Back-to-School Safe Driving Program Recognized by Statewide Organization***

SMITH, VA — January 15, 2016 — Preferred Aggregates, Inc. recently received Drive Smart Virginia’s Corporate Citizen of the Year award. Drive Smart, a non-profit organization dedicated to educating drivers and raising traffic safety awareness to save lives, recognized Preferred for its Back-to-School Safe Driving program. The Smith County Sheriff was a partner in the program.

“Preferred Aggregates’ Back-to-School safety program,” claims Teresa Pace, executive director of Drive Smart, “demonstrated the important role that business can play in public-private partnerships to improve driver safety. There is no question that the company’s advocacy and volunteerism work helped to save lives.”

“We are honored to receive this recognition,” says Gary Collins, CEO of Preferred. “Driver safety is an essential part of our business, and we are proud that we could support the Sheriff’s department and Drive Smart. They are the ones who, day-in and day-out, do hard work in the public interest.

Preferred launched a Back-to-School program in the fall of 2015 that included educational events, public service announcements on the radio, posters for area high schools and digital advertising. For more information about the program, please visit [www.preferred.com/saferoadssavelives](http://www.preferred.com/saferoadssavelives).

#### **About Preferred**

*Prepare a paragraph description about your company, which could include:*

- *Year company was founded*
- *Communities and industries served*
- *Key products and services, and examples of where products are used (i.e. schools, hospitals, highways)*
- *Examples of community involvement*

**Sample:** *Since 1935, Preferred has supplied quality construction materials to communities in eastern Virginia and North Carolina. Preferred produces aggregate, block, and concrete, which are essential in the construction of homes, schools, hospitals and office buildings, as well as the maintenance and construction of roads and bridges. The company has five plant locations and is actively involved in each plant community through the Boys and Girls Clubs, 4H and Habitat for Humanity. Please visit [www.preferred.com](http://www.preferred.com) for more news and information.*

###

## SAMPLE NEWS RELEASE FOR COMPANY NEWS

A news release is sent to media to announce award, honors and other recognition.

### NEWS RELEASE

Contact: Bob Jones  
000-000-0000/bjones@preferred.com

## **Preferred Aggregates Expands Concrete Plant in Smith County** *Plant investment increases capacity for customers & creates jobs for local residents*

SMITH, VA — September 12, 2015—Preferred Aggregates, a leading source of construction materials, has expanded its concrete plant in Smith to serve customers in the county.

Preferred’s investment in the plant will increase production capacity to meet the growing demand for the company’s products now and in the future. The expanded operation now employs 12 people, an increase of four positions, including a plant manager and 8 concrete truck drivers.

John Phillips was named plant manager. Phillips has been with Preferred for six years and previously worked at the company’s Johnstown plant.

“We are grateful to be a part of the Smith County community and the area’s construction industry,” said Chuck Hunger, vice president-operations of Preferred. “Our investment in this new plant and the new jobs it creates is a vote of confidence for the tremendous growth potential throughout the area.”

The phone number for the new plant is 000-000-0000. For sales information, contact Victor Burns at 000-000-0000. Additional news and information about Preferred may be found at [www.preferred.com](http://www.preferred.com)

### **About Preferred**

*Prepare a paragraph description about your company, which could include:*

- *Year company was founded*
- *Communities and industries served*
- *Key products and services, and examples of where products are used (i.e. schools, hospitals, highways)*
- *Examples of community involvement*

**Sample:** *Since 1935, Preferred has supplied quality construction materials to communities in eastern Virginia and North Carolina. Preferred produces aggregate, block, and concrete, which are essential in the construction of homes, schools, hospitals and office buildings, as well as the maintenance and construction of roads and bridges. The company has five plant locations and is actively involved in each plant community through the Boys and Girls Clubs, 4H and Habitat for Humanity. Please visit [www.preferred.com](http://www.preferred.com) for more news and information.*

###

*Preferred Aggregates, Inc.*

## **COMMUNITY UPDATE**

September 15, 2015

### **Orange County Quarry Construction**

On Monday, October 3, Preferred Aggregates will begin work on plant expansion plans that were announced this past May. Initial construction will include roadway improvements inside the quarry and site preparation for the installation of a new aggregate processing facility.

The quarry improvements will require blasting over a four-week period. We will distribute a *COMMUNITY UPDATE* announcement to inform you in advance of each blast, and we anticipate minimal impact in your neighborhood due to new blasting technology. We also encourage you to sign up to receive our *UPDATE* via email or text message to receive blasting dates and times, and other quarry announcements.

The majority of work will be on premises, with large equipment deliveries during the next three months that may require occasional traffic control in front of the plant on Route 101.

You may recall that these expansion plans were presented at community information meetings in February and April, 2015, and approved by the Orange County planning commission in May. The expansion allowed us to create six new jobs, which have already been filled by area citizens, and will add to the economic activity of the county.

Our goal is to keep you informed about the work at the Orange County quarry, and we encourage you to contact us with questions by emailing [orangequarryinfo@preferred.com](mailto:orangequarryinfo@preferred.com). Additional information may be found at [www.preferred.com/orange](http://www.preferred.com/orange).



## SAMPLE LETTER TO ELECTED AND/OR GOVERNMENT OFFICIALS

September 15, 2015  
The Honorable Peter A. Thompson  
5th Senatorial District  
P.O. Box 518  
Orange, Virginia 20501

Dear Senator Thompson:

Thank you for your letter to Bob Jones at our company's Orange County location, dated September 12, 2015. Preferred Aggregates places the highest priority on positive relationships with our neighbors in Orange and the dozens of communities where we work in Virginia. Your letter described several concerns that you heard from neighbors of our Orange plant, and I have summarized below our efforts to eliminate those concerns in the past.

Your letter describes complaints of debris and dust on the roadway making the road unsafe. While we are not perfect, one of our service and delivery principles is to do all we can to prevent loose debris coming from our trucks. Preferred uses industry best practices to load our trucks, which minimizes excess material on the outside of the truck. Also, in accordance with Virginia law, our delivery trucks tarp each load before leaving the quarry.

We have installed a self-contained, wheel wash spray that all cleans all trucks at our outbound scale. Projecting over 275 gallons per minute on truck tires before leaving the quarry, this system minimizes the amount of material leaving the quarry onto the highway. In addition to the wheel wash, an outside contractor vacuums our parking lot, entrance, and exit roads three times per week.

We do allow citizens in the local community to pick up material in their personal vehicles, which they tell us is an important convenience. Sometimes these customers will occasionally spill material on the roadway as they make turns. We do our best to monitor their loading practices so that stone does not leave their vehicles when leaving the quarry.

The final concern voiced by the citizens is about blasting. Three (3) years ago, we changed the way we blast in an effort to minimize ground vibration and to address the neighbor's concerns. At an increased cost of over 15% per year, we now use industry best electronic detonators, which precisely blast each hole milliseconds apart, resulting in reduced vibration. We continue to call all our neighbors before each blast, and set up seismographs at various neighbor houses on every shot or additionally on a requested basis.

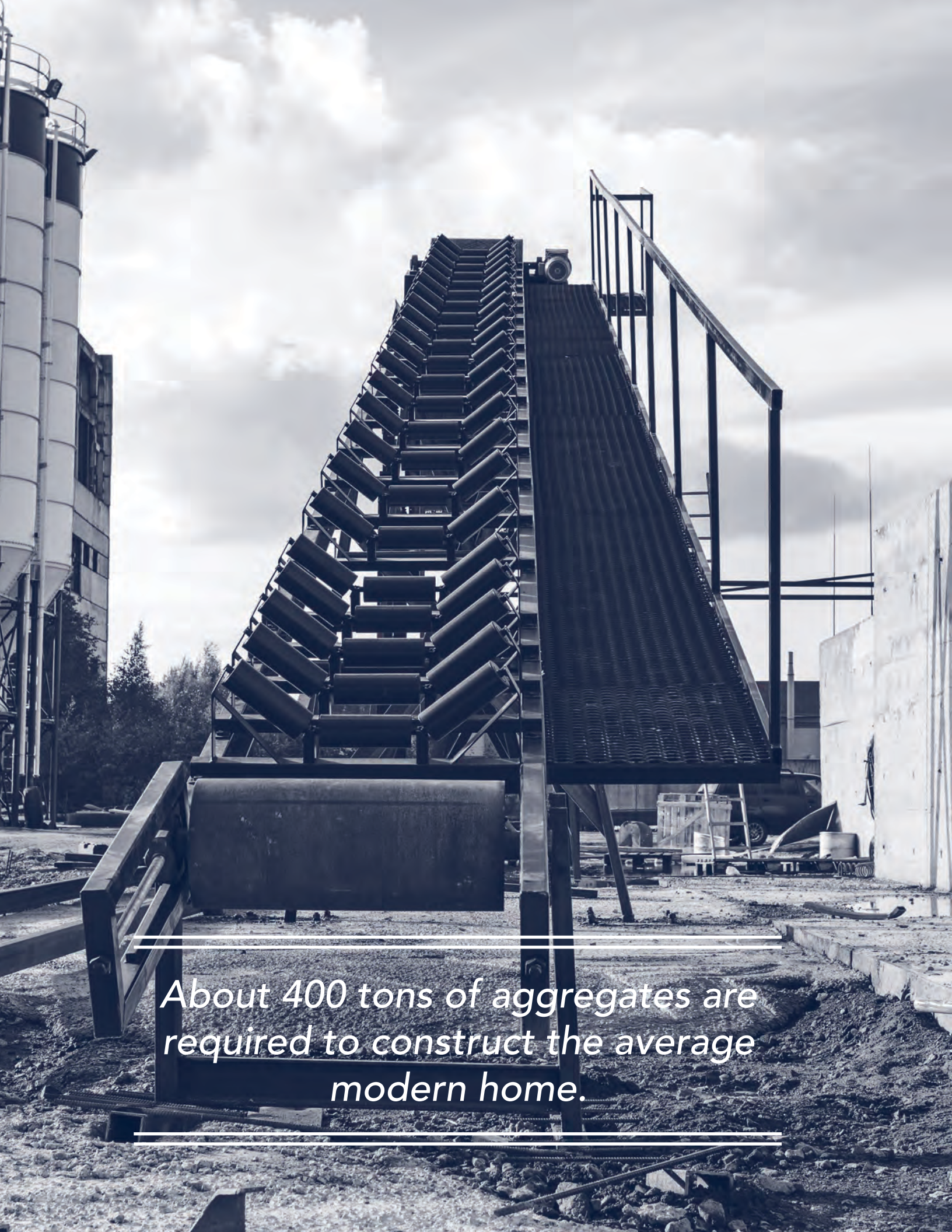
All of us at Preferred Aggregates pride ourselves on being a responsible and long-term corporate citizen in Orange County. We have been in business since 1935, and we have operated a quarry in Orange County for over 50 years. Our employees live in the Orange County community and are Scout Leaders, coaches, civic and church leaders. Employee financial contributions to the Orange United Way, matched by Preferred, consistently exceed annual goals. They have great interest and concern for the safety and well-being of the community. And the company recently received an award from Drive Safe Virginia for our efforts to increase awareness about road safety.

I would welcome the opportunity to discuss these and many other initiatives we have executed over the past several years to be responsible and caring corporate neighbors. I hope you will accept my invitation to come tour our facility to see firsthand our practices.

We will certainly continue to work to address any new concerns of our neighbors as a part of our ongoing commitment to being a good neighbor. I will call you in the near future to arrange an appointment to meet.

Sincerely,

Gary Collins  
CEO & President  
Preferred Aggregates



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*About 400 tons of aggregates are required to construct the average modern home.*

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## SECTION 6

# Conducting Your Outreach: Educational Materials

Following are communications tools that you can share with your key constituencies to help educate them about the aggregate industry. For your convenience, electronic versions of these tools can be found at [VCTA.org](http://VCTA.org)

### Aggregate Industry Fact Sheets

- Safety
- Blasting
- Environment
- Fast Facts
- Economic Impact

Aggregate Brochure (pdf) A

Aggregate Microsite Landing Page: [www.aggregateva.com](http://www.aggregateva.com)

FACT SHEET

## Virginia's Aggregate Producers Put Safety First. Always.

Virginia's Aggregate Producers hold the safety and welfare of their employees, neighbors and surrounding community as OUR number one priority. Safe operations are the foundation for building trust and positive relationships with employees, neighbors and the communities we serve.

### Safety Checks

- Safety manager on staff to train and assure employees adhere to mandated safety practices.
- Employees must participate in 24 hours of new miner training "prior" to starting to work and 8 hours of annual refresher safety training.
- Regulated by numerous state and federal agencies to assure safe operations for employees, the surrounding community and the environment.
- Aggregate producers strive to exceed and outperform regulatory agencies' guidelines.
- Oversight agencies frequently conduct unannounced and very thorough inspections of the site, equipment and operations. Penalties for non-compliance can range from a warning to substantial fines or, in rare cases, imprisonment.

### Rock Blasting

- Virginia law allows vibration from blasting based on the US Bureau of Mines guidelines which range from 0.75 to 2.0 inches per second based on frequency.
- Virginia blasting laws are based on the U.S. Bureau of Mines extensive testing on what level of vibration or overpressure can cause even cosmetic damage to residential structures.
- Blast records are open to state regulatory inspection.
- Each shot is designed and overseen by a professional licensed blaster.
- No explosives are stored on site.
- Explosives are delivered to the quarry in an inert form. Explosives are only activated prior to being placed in the rock formation.

### Oversight agencies include:

- Virginia Department of Environmental Quality (DEQ)
- Virginia Department of Mines, Minerals and Energy (DMME)
- Virginia Department of Transportation (VDOT)
- U.S. Department of Labor, Mine Safety and Health Administration (MSHA)
- U.S. Environmental Protection Agency (EPA)

### Who to Call

Should you ever have a question about the safety of operations at an aggregate operation, do not hesitate to contact the location and speak with the Safety Manager, Quarry Operations Superintendent or Supervisor.

F A C T S H E E T

## Rock Blasting

*Rock blasting is the controlled use of explosives to excavate, break down or remove rock. It is a precise and highly engineered activity that uses a series of smaller blasts which actually work against the following blast to significantly reduce noise and vibration. It is stringently regulated by federal and state law.*

### Measuring and Monitoring to Ensure Compliance

**Seismographs** are placed at the nearest off site occupied dwelling per state law to measure the vibration and overpressure generated by each blast to ensure compliance.

**Ground vibration**, measured as peak particle velocity, is the speed at which vibrations move through the ground, not displacement of the ground.

**Air Overpressure (noise)** is measured in decibels which can also be converted to pounds per square inch. This is the energy released from the blast that moves through the air.

### Will Rock Blasting Damage a House or Well?

The United States Bureau of Mines issued guidelines to ensure homes are not damaged by quarry blasting. These guidelines are based on 50 years of data from scientific studies to determine exactly what levels of vibration or air overpressure can cause damage to residential structures. These standards are based on science, physics and engineering, and have never been successfully challenged in a court of law.

The US Bureau of Mines sets its guidance on the level of vibration or overpressure that can cause even cosmetic damage to residential structures. Virginia law allows vibration from blasting based on the US Bureau of Mines guidelines which range from 0.75 to 2.0 inches per second based on frequency.

*continued on next page*

## Rock Blasting *continued*

### Did You Know?

Common household activities exert many times the stress and strain on a home than a quarry blast.

- Slamming a door produces 25% more stress on a residential structure than Virginia's vibration limits for aggregates mining allow.

Weather is the real culprit in routine cosmetic cracking and minor damage in residential structures. Changes in temperature, humidity and wind have been proven to cause the overwhelming amount of normal and routine cosmetic damage that occur in residential structures.

- Outside temperature change of 27 degrees causes stress on a home **8 times** what the state laws allow from a quarry blast.
- Humidity change of 35% is equivalent of a quarry blast over **5 times** allowable state limits.
- Winds of 23 miles per hour stress a home more than **2 times** what the state allows a quarry blast to produce.

### Blasting Facts:

- Blast records are open to state regulatory inspection.
- Each blast is designed and overseen by a professional licensed blaster.
- No explosives are stored on site.
- Bulk explosives are delivered to the quarry in an inert form and activated just prior to being placed in the rock formation.
- A blast lasts about 1-2 seconds.
- Dust from a blast settles in a couple of minutes.
- Large buffer areas around a quarry allow dust from the blasts to settle on site.

***Safety is the paramount concern of a blasting program –  
Your safety, your home's safety and our employees' safety.***

## Aggregates and the Environment

Virginia's aggregate producers recognize that the Earth's resources are limited and that environmental stewardship is vital to preserve quality of life for future generations. Wise environmental stewardship is good business, and good for business.

### Sustainable Plant Operations

#### Modern Aggregate Plants...

- Are energy efficient and have strictly regulated noise and emission controls.
- Recycle water from captured stormwater runoff in the manufacturing process and for dust suppression.
- Use wet suppression and dry collection systems to control dust from processing, stockpiling and traffic.
- Deploy water trucks to wet access and haul roads during working hours. Wheel washes help control dust from being carried offsite.

#### Reclamation and Conservation

- Responsible for the conservation and reclamation of the land they use.
- Activities include reclamation of land into wetlands, wildlife habitats, parks and many other beneficial uses.
- Operational environmental responsibilities include:
  - *stormwater management*
  - *reforestation*
  - *timber management*
  - *protection and preservation of wildlife habitats*
- Conservation and reclamation programs are strictly overseen by local, state and federal regulatory agencies, and are developed internally using environmental regulations and best practices from industry and conservation groups.
- Mining operations generally utilize only a portion of their sites for mining and processing while maintaining large tracts of land as buffer areas.
- Virginia's aggregate producers have created some of the most progressive and innovative environmental programs in the Commonwealth.

#### Aggregates themselves have many environmental uses and benefits:

- Erosion control and slope protection.
- Building dams and protecting shorelines and navigation channels.
- Limestone aggregates are used in some smokestacks to help clean the air by reducing sulfur dioxide emissions.
- Water filtration, sewage control, wastewater control and drinking water purification.

FACT SHEET

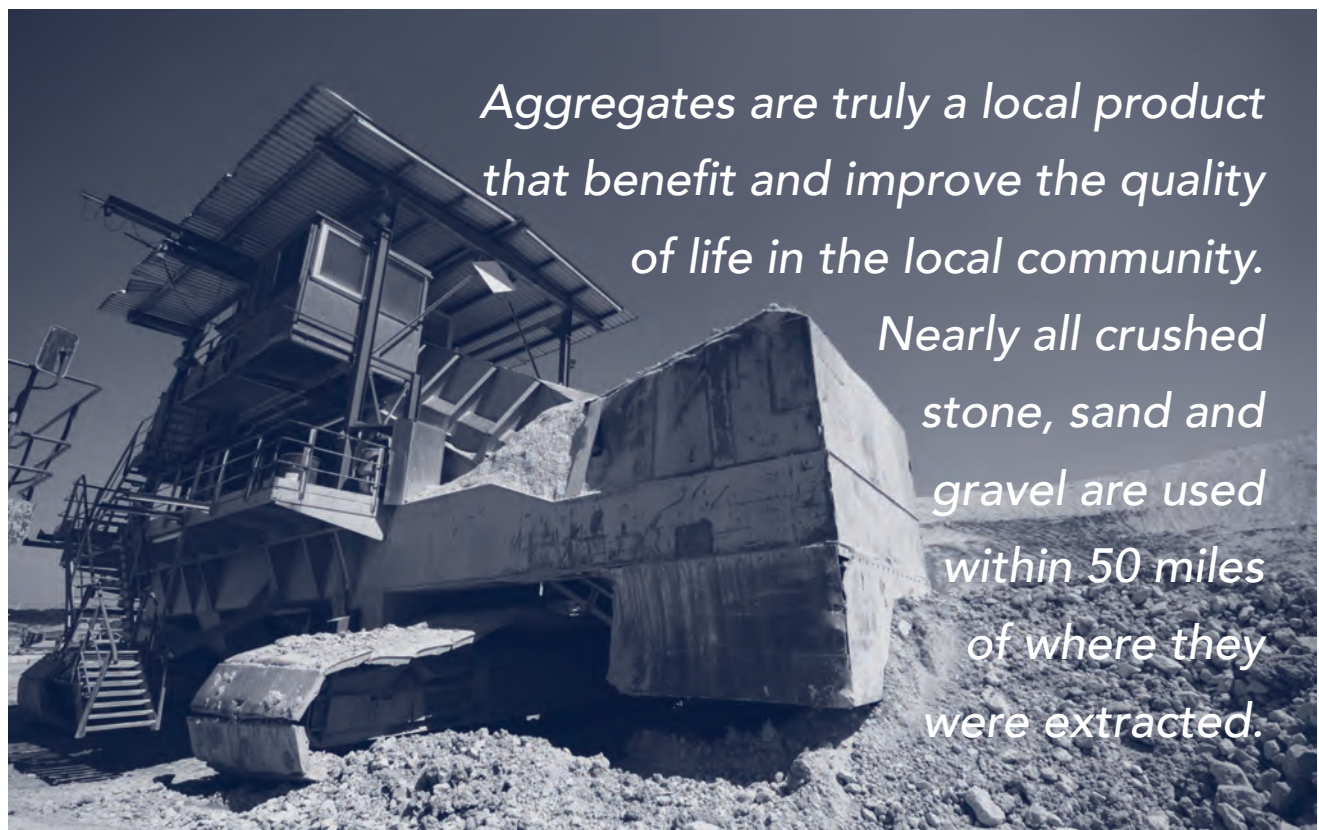
## Economic Impact and Community Benefits

Aggregates play a vital role in our daily lives as the primary component in concrete and asphalt which are essential for constructing roads and bridges, homes, businesses, schools, hospitals and places of worship. Aggregates also are used in everyday products such as paper, glass, medicines, and fertilizer.

Similar to the need for other utilities such as water, power, and wastewater treatment, an aggregates operation is an essential component of our community's infrastructure, providing a cost-effective, local source of an essential commodity.

### Virginia's Aggregate Producers...

- Provide local jobs and stimulate economic development.
- Employ 2,900 aggregate miners and 8,500 contractors
- Contribute to the local tax base. Often, aggregate operations are "net" tax generators to the community; they put little to no burden on public services, i.e. Water, Sewer, Schools, Police, Fire, Rescue, etc.
- Provide green space for local communities as much of the property remains undeveloped and undisturbed. They are a haven for wildlife.
- Are long-term community members.



*Aggregates are truly a local product that benefit and improve the quality of life in the local community.*

*Nearly all crushed stone, sand and gravel are used within 50 miles of where they were extracted.*



FACT SHEET

## Aggregate Fast Facts

Aggregates play a vital role in our daily lives as the primary component in concrete and asphalt which are essential for constructing roads and bridges, homes, businesses, schools, hospitals and places of worship. Aggregates also are used in everyday products such as paper, glass, medicines, and fertilizer.

Here's just a sampling of how we use aggregate in our everyday lives...

### Essential material for residential and commercial structures

Aggregates are present from the concrete in the foundation all the way up to the shingles on the roof—and everywhere in between, like the wallboard, tile, glass and plaster.

### Main component in all facets of transportation

Roads and interstates	Subway tunnels
Bridges and tunnels	Sidewalks
Railroad beds	Bike Paths and greenways
Airport runways, terminals and flight towers	

### Used to protect the environment

Erosion control	Water filtration
Slope protection	Sewage control
Dam construction	Wastewater control
Shoreline and navigation channels protection	Drinking water purification
Limestone aggregates are used in some smokestacks to help clean the air by reducing sulfur dioxide emissions	

### Did you know?

Every Virginian will need 1.18 million pounds of stone, sand and gravel in their lifetime.

Nearly all crushed stone, sand and gravel are used within 50 miles of where they were extracted making aggregates a truly local business.

Aggregates make up 94% of asphalt pavement and 80% of concrete.

Approximately 38,000 tons of aggregates are required to construct one lane-mile of a four-lane interstate highway.

About 400 tons of aggregates are required to construct the average modern home.

Hoover Dam was built with 4.5 million cubic yards of aggregates.

## Oversight agencies include:

- Virginia Department of Environmental Quality (DEQ)
- Virginia Department of Mines, Minerals and Energy (DMME)
- Virginia Department of Transportation (VDOT)
- U.S. Department of Labor, Mine Safety and Health Administration (MSHA)
- U.S. Environmental Protection Agency (EPA)

## Aggregate Plants Are Responsible Neighbors

### AGGREGATE PLANTS...

- are energy efficient and have strictly regulated noise and emission controls.
- recycle water from captured stormwater runoff in the manufacturing process and for dust suppression.
- use wet suppression and dry collection systems to control dust from processing, stockpiling and traffic.
- deploy water trucks to wet access and haul roads during working hours. Wheel washes help control dust from being carried offsite.
- utilize a portion of the site for mining and processing, while maintaining large tracts of land as buffer areas.
- are responsible for land conservation and reclamation of disturbed land into wetlands, wildlife habitats, parks and many other beneficial uses.

For additional information on Virginia's aggregate producers and the aggregate industry, visit [www.aggregateva.com](http://www.aggregateva.com)

# VTCA

## Aggregate Producers

Foundation for Virginia's Success

# Aggregates: An Essential Community Resource

VIRGINIA TRANSPORTATION  
CONSTRUCTION ALLIANCE  
[vcta.org](http://vcta.org)

The voice of Virginia's transportation construction industry

**VTCA**  
**Aggregate Producers**  
Foundation for Virginia's Success





## What are Aggregates?

**Aggregates are rocks that have been mined and processed into materials such as sand, gravel and crushed stone.**

### Aggregates Perform Important Jobs

Did you realize that from the time you wake up in the morning to when you fall asleep at night, you rely on aggregates? Here are just a few examples of how aggregates are used in daily life:



#### BUILDINGS

- It takes 400 tons of aggregates to construct the average modern home and 15,000 tons for the average school or hospital. Aggregates are found in concrete in the foundation to the shingles on the roof—and everywhere in between, like the wallboard, tile, glass and plaster.



#### WATER

- Aggregates are used to construct dams and hydraulic structures for clean water supplies.
- Water and sewer facilities use aggregates for filtration in water purification and sewage treatment.



#### TRANSPORTATION

- Aggregates make up 94% of asphalt and 80% of concrete pavements. This includes roads, bridges, airport runways, sidewalks, bike paths, greenways, parking lots and driveways just to name a few.
- It takes 38,000 tons of aggregates to construct one mile of a four-lane highway.



#### CONSUMER PRODUCTS

- Ground and pounded aggregates are used to manufacture a variety of household items such as paper, paint, cosmetics, pharmaceuticals, toothpaste, chewing gum and cleansers.

## Aggregates: Keep It Local

Similar to the need for other utilities such as water, electricity and wastewater treatment, an aggregates operation is an essential component of a community's infrastructure, providing a cost-effective, local source of an essential commodity. Nearly all crushed stone, sand and gravel are used within 50 miles of where they were extracted.

#### VIRGINIA'S AGGREGATE PRODUCERS...

- provide local jobs and stimulate economic development.
- employ 2,900 aggregate miners and 8,500 contractors.
- contribute to the local tax base, and put little to no burden on public services.
- provide green space for local communities, as much of the property remains undisturbed.
- are long-term community members.

*Aggregates are a local resource that benefit and improve the quality of life in the local community.*

### Putting Safety First

Virginia's aggregate producers hold the safety and welfare of employees, neighbors and surrounding community as the number one priority. Safe operations are the foundation for building trust and positive relationships with employees, neighbors and the communities we serve.

#### AGGREGATES OPERATIONS SAFETY CHECKS

- Strictly regulated by numerous state and federal agencies.
- Oversight agencies frequently conduct unannounced and very thorough inspections of the site, equipment and operations. Penalties for non-compliance can range from a warning to substantial fines or, in rare cases, imprisonment.
- Safety managers train employees on mandated safety practices.
- Employees must participate in 24 hours of new miner training before starting work and 8 hours of refresher safety training annually.
- Virginia law allows vibration from blasting based on the US Bureau of Mines guidelines which range from 0.75 to 2.0 inches per second based on frequency.
- A professional licensed blasters designs and oversees blasting shots to assure compliance and safety.
- No explosives are stored on site.
- Bulk explosives are delivered in an inert form and are only activated prior to being placed in the rock formation.

[www.aggregateva.com](http://www.aggregateva.com)