

Application Update and Community Engagement

Andrea Bourrie

Dufferin Aggregates Acton Quarry

Community Liaison Committee Meeting

March 29, 2010



Status of Acton Quarry Application

- Continued correspondence with the Joint Agency Review Team (JART) and their peer reviewers.
- Majority of reports have been commented on and responses provided back for further commenting.
- We are getting to trigger the 45-Day ARA comment period as per original plan.
- Press Release to go out in Georgetown Independent, Acton Free Press, The New Tanner and Halton Compass prior to trigger date.

Community Engagement – Planned Activities for 2010

- Develop and distribute communications products (public notice advertisements, direct mail, PowerPoint presentations, etc.) to keep the community updated on the application's status
- Identify and secure speaking opportunities with select community, industry, and/or a broader range of audiences and stakeholder groups. Looking to CLC members for some names of organizations.
- Conduct proactive media outreach, including arranging editorial board meetings and media briefings; and developing and pitching editorial articles (feature and op-ed articles) to select local and GTA media outlets.
- Enhance Acton Quarry web site to ensure that it is easily accessible, more interactive, and provides user-friendly contents.
- Do CLC members wish to work with DFA on joint presentations?

Community Engagement – Your Suggestions

- Reaching out to the community through a variety of channels, including the local farmer's market, fall fair, local media and community-based organizations and committees
- Engaging members of various local committees and/or stakeholders as community ambassadors
- Helping the community understand the benefits of the quarry extension and providing the information in plain language
- Continuing with the current communications program to keep the community and key stakeholders informed of the status of the extension application
- Continuing with current community partnerships and sponsorships
- Further details on 2010 program to be discussed at next CLC meeting

Community Engagement – Additional Suggestions

- Committee discussion on any new or different approaches to community engagement



Dufferin Aggregates

A division of Holcim (Canada) Inc.