

How to Overcome NIMBY Opposition for Storage and Disposal of Fly Ash

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Attendees will be taught the psychology of NIMBYs, their value systems, their fears and aspirations by one of the nation's leading communications experts.

With Baby Boomers leading the charge, almost every proposed fly ash storage facility – landfills or storage ponds – runs into some form of opposition. In today's highly connected, transparent world, environmental planners and disposal managers must be prepared with a strategic communication and community relations plan to avoid a protracted, controversial, costly, and uncertain public review and siting process. If and when the EPA lists fly ash as a hazardous material, public awareness and opposition will grow substantially against the siting of fly ash landfills.

A small band of opponents can use the Internet, influential social media, a 24/7 news cycle, and an increasingly transparent society to greatly influence public perception of a proposed fly ash landfill or storage facility.

Understanding and preparing for NIMBY and public reactions to a fly ash disposal proposal is critical in order to favorably position projects. For 26 years Davies has helped create and deliver messages that resonate with reasonable individuals in order to inoculate against opponents' efforts and build an active base of community trust and support that can be leveraged to win timely siting approvals.

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