

Community Relations

Superior Services

Challenge: To become part of the community and establish working relationships with neighbors and surrounding communities of Superior Services' newly acquired landfill.

Target: Residents living within 3-5 miles of the landfill, local and state legislature, city officials, and local media.

Solution: Bottom Line assisted with an ongoing community relations program that created dialogue between residents and officials to determine the concerns surrounding the landfill. Taking into consideration local concerns, Superior Services communicated its strong commitment to maintain an environmentally- resident-friendly landfill with the most recent technological advances.

Bottom Line helped Superior Services demonstrate both its commitment to public safety and the environment, and its desire to be a good neighbor. We helped Superior Services identify local needs that Superior Services was uniquely positioned to meet, improving company's positive image. For example, Superior Services engaged the community through:

- Support for parks' clean-up events
- Sponsorships and contributions to local environmental activities
- Hazardous waste collection

In addition, Bottom Line helped Superior Services plan several community open houses to "demystify" the company, allowing community members to experience it firsthand and become more accepting of it and its business.

Outcome: Hours of operation and buffer zones were changed to accommodate the residents. The landfill was accepted as part of the community, and operations became easier with the decline of complaints and increase of positive reactions. Superior Services helped fund a park and nature trail project in the community. Employees of Superior Services were engaged to help construct and maintain the trail.