

**Community Outreach Plan**

**Florence Howard Elementary and Calloway Smith Middle School**

**Introduction:**

Mobile Gas owns property that was once the location of a manufactured gas plant (MGP) owned and operated from 1836 to approximately 1931 by Mobile Gas Works, the predecessor of Mobile Gas. The property is located at the corner of Dr. Martin Luther King JR Avenue and Broad Street in Mobile.

The site, which has been vacant since Mobile Gas moved operations to Dauphin Street headquarters in 1972, is located in a historic area and has been subject to controversy. The community consists of prominently low income families and has needed development for numerous years. Even though the cost was the reason Mobile Gas held off on the remediation process, the community felt that Mobile Gas did not care about them and they would not remediate the site because of the community’s economic class. The site is located next to Bishop State Community College and a new housing development. Since the site has remained relatively untouched for 41 years, it is surrounded by a rusting chain-link fence and filled with overgrown weeds that visibly stick out next to the new buildings in the area.

In 2011, Mobile entered a voluntary agreement with the Alabama Department of Environmental Management to plan the remediation process. Mobile Gas also agreed to give $50,000 toward an education grant titled the Leadership Education and Environmental Program (LEEP) that will be distributed to two Mobile County schools: Florence Howard Elementary School and Calloway Smith Middle School. The schools were selected because they are both in viewing distance of the MGP site and the students that attend are from the surrounding area. Mobile Gas also assured residents of the community that an education component would be provided in the community relations outreach. These schools will benefit from LEEP over the next 3-5 years.

**Goals:**

* To create a positive relationship with Florence Howard Elementary, Calloway Smith Middle School and the Mobile County Public School System.
* Provide a targeted environmental curriculum to educate the students of each school on the remediation Mobile Gas is doing at the MGP site, particularly 3-6 graders.
* Rebuild Mobile Gas’ positive image in the community and with key stakeholders.

**Benefits:**

* The students will establish a connection between Mobile Gas employees in their school and the ones at the MGP site.
* Students will learn about the MGP site remediation, such as soil sampling and water testing.
* Students will learn about the natural gas industry.
* Mobile Gas will live up to its positive community image that it has held since 1836.
* Key stakeholders will see that Mobile Gas lives up to its word in providing an education component in the schools surrounding the MGP site.

**Risks:**

* Community can have negative views towards the MGP site and Mobile Gas.
* Not having additional funding for the schools outside of the education grant.
* Education grant is not sustainable and will diminish after the 3- 5 year span.

**Target Audiences:**

***Tier 1:***

* Florence Howard Elementary and Calloway Smith Middle School
  + Students
  + Teachers
  + Parents
  + Principals
* Mobile County Public School System
* Environmental Studies Center

***Tier 2:***

* MGP Advisory Groups
* Community Key Stakeholders

***Tier 3***

* Mobile Gas Employees

**Key Messages:**

* Mobile Gas has been a community partner and good corporate citizen since 1836.
* Mobile Gas cares about the community and those who live in the surrounding area of the MGP site.
* Mobile Gas cares about the environment.
* Mobile Gas believes in educating leaders for tomorrow.

**Action Plan:**

From January to August 2013 Mobile Gas has adopted Florence Howard Elementary and Calloway Smith Middle School as partner schools. Mobile Gas met with each school and discussed different opportunities for employee involvement in the upcoming year. Mobile Gas has identified different programs in volunteerism and leadership development. The programs will be updated yearly based on needs and resources.

**Communication Tools:**

* Face to face
* Email
* Social media

**Schedule:**

See attached task list

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| **Month of 2013** | **Action Items** | **Deadline** |
| January | 1. Breakfast Introduction with school employees and Mobile Gas at Florence Howard Elementary and Calloway Smith Middle School. | January 2, 2013 |
| February | 1. Meet with staff members of Calloway Smith to discuss volunteer opportunities with the school and/or students. 2. Meet with staff members of Florence Howard to discuss volunteer opportunities with the school and/or students. | February 19, 2013  February 27, 2013 |
| March | 1. Meet with Environmental Studies Center to discuss the suggested curriculum guide for Mobile Gas. 2. Drop off notepad and pen to teachers, principals, and environmental studies center. 3. Florence Howard career day. | March 5, 2013  March 15, 2013  March 28, 2013 |
| April | 1. Drop off stationary kit and ruler to teacher, principals and environmental studies center. 2. Mobile Gas and Environmental Studies Center finalize curriculum. 3. Set up Mobile Gas booth at Florence Howard’s Spring Fling. | April 15, 2013  April 17, 2013  April 19, 2013 |
| May | 1. Drop off duffel bags to Calloway Smith teachers and principal and Environmental Studies Center; drop off jump drive, pencil and business card holders to Florence Howard teachers and principal. 2. Environmental Studies Center makes presentation to Mobile Gas. 3. Bring hot dog trailer to Calloway Smith 8th grade picnic. 4. Attend Florence Howard kindergarten and 5th grade graduation and class parties. 5. Presentation of Grant Program Components to School Faculty. | May 15, 2013  May 15, 2013  End of May  End of May  May, no date |
| June | 1. Printing of curriculum 2. Ordering of Materials and Supplies | June, no date  June, no date |
| July | 1. School staff meeting at Mobile Gas. Give lunch bag, koozie, notepad and pen. 2. Professional development for classroom teachers. | July, no date  July, no date |
| August | 1. School starts and new curriculum begins. 2. Mobile Gas Service Department conducts presentations on natural gas, careers in natural gas and heater safety. 3. Launch of the Florence Howard mentor program. | Mid-August  1st Qtr  Start of 2013-2014 school year |
| September |  |  |
| October | 1. Mobile Gas partner with Keep Mobile Beautiful to start recycling program. | 2nd Qtr |
| November | 1. C.E.R.M. soil sampling from MGP site for schools. 2. Field trip to Mobile Gas for inside look at operations of a natural gas utility company. | Nov/ Dec  2nd Qtr |
| December |  |  |

**Evaluate:**

Mobile Gas will meet with the schools at the end of each semester to evaluate the curriculum and programs to determine the success and any changes that need to be made.

**Appendix:**

Florence Howard Elementary School Staff:

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| Name | Title | Contact |
| Ms. Michelle Manzy | Principal  Florence Howard Elementary School | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Celestine White | Teacher  3rd Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Robyn Thomas | Teacher  3rd Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Ariel Dennis | Teacher  3rd Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Tonya Williams | Teacher  4th Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Taynisha Edwards | Teacher  4th Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Lekecia McQuitery | Teacher  4th Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Kimberly Atkins | Teacher  5th Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Renee Young | Teacher  5th Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Marquetta Henderson | Teacher  5th Grade | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |

Calloway Smith Middle School Staff:

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| Name | Title | Contact |
| Mrs. D.H. Walton | Principal  Calloway Smith Middle School | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Carla Lewis | Title 1 Facilitator | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Derrick Robinson | Assistant Principal | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Angela Hall | Teacher  6th Grade | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| LaToya Oates | Teacher  6th Grade | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Dedrick Stadimire | Teacher  6th Grade | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Michele Dotson | Teacher  6th Grade | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Ebony Young | Teacher  6th Grade | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Travis Moore | Teacher  6th Grade | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Terris Dillard | Teacher  6th Grade | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Casey Perine | Teacher  6th Grade | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Ms. Williams |  | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |
| Ms. Parker |  | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |

Environmental Studies Center:

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| Name | Title | Contact |
| Desiree Bishop | Director | 6101 Girby Road  Mobile, AL  36693  251-221-5003 |
| Troy Latham | Resource Teacher | 6101 Girby Road  Mobile, AL  36693  251-221-5003 |
| Libby Little |  | 6101 Girby Road  Mobile, AL  36693  251-221-5003 |
| Anita Salinas | Resource Teacher | 6101 Girby Road  Mobile, AL  36693  251-221-5003 |
| Susan Clement | Biologist/Animal Rehab Specialist | 6101 Girby Road  Mobile, AL  36693  251-221-5003 |
| Tracy Delcambre | Resource Teacher | 6101 Girby Road  Mobile, AL  36693  251-221-5003 |
| Grace Phelps | Receptionist/Secretary | 6101 Girby Road  Mobile, AL  36693  251-221-5003 |

Community Advisory Group:

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| --- | --- | --- |
| Name | Title | Contact |
| Ms. Manzi | Principal  Florence Howard Elementary | 957 Dr. MLK Jr. Avenue  Mobile, AL  36603  251-221-1406 |
| Mr. Robert Battles | Assistant to Chairman  S.C.L.C.- Mobile Branch | 251-518-1262 |
| Ms. Adline Clarke | Senior Vice President  Business & Community Relations  Mobile Development Enterprises | 151 S Claiborne Street  Mobile, AL 36602  251-434-2238 |
| Rev. Michael E. Jackson | Pastor  Aimwell Baptist Church | 500 Earl Street  Mobile, AL  36603  (251) 433-2183 |
| Dr. James Lowe | President  Bishop State Community College | 351 North Broad Street Mobile, Alabama  36603-5898 (251) 405-7131 |
| Ms. Elzina May | Resident | N/A |
| Ms. Roberta Swann | Executive Director  Mobile Bay National Estuary Program | 4172 Commanders Drive  Mobile, AL 36615  (251) 431-6409 |
| Mr. Shiheim Wilson Lee | Site Coordinator and Career  Developmental Specialist  B.C. Rain High School | N/A |

Technical Advisory Group:

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| Name | Title | Contact |
| Dr. Doug Haywick | Associate Professor of Geology  University of South Alabama | N/A |
| Mr. Tom Herder | Watershed Protection Coordinator  Mobile Bay National Estuary Program | 4172 Commanders Drive  Mobile, AL 36615  251-431-6409 |
| Mr. Collin Makamson | Education Coordinator  The Gulf Coast Exploreum Science Center | N/A |
| Mr. Michael Pierce | Executive Director  MLK Avenue Redevelopment Corporation | P.O. Box 2204  Mobile, AL 36652  251-432-3073 |
| Mr. Alou C. Rice | Environmental Engineer  US Army Corps of Engineers | P.O. Box 2288, Mobile, AL  36628  109 Saint Joseph St., Mobile, AL 36602  p. 251-694-3798 |
| Ms. Ray Richardson | Environmental Manager  City of Mobile | (251) 208-7629 |

Community Key Stakeholders:

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| Name | Title | Contact |
| Mr. John Bell | Executive Director of Public Services  City of Mobile | 205 Government Street, Room 354  P. O. Box 1827, Mobile, AL  36633-1827  251-208-7158 |
| Ms. Casi Calloway | Executive Director  Mobile Baykeepers | 450-C Government Street Mobile, Alabama 36602 251-433-4229 |
| Hon. William Carroll | City Councilman, District 2  City of Mobile | 205 Government Street  Mobile, AL 36633-1827  (251) 404-4107 |
| Dr. George Crozier | Executive Director  Dauphin Island Sea Lab | N/A |
| Hon. Vivian Davis-Figures | Senator- 33rd District  Alabama State Senate | N/A |
| Dr. Bernard H. Eichold II | Health Officer  Mobile County Health Department | 251 N. Bayou Street  P.O. Box 2867  Mobile, AL  36652  (251) 690-8827 |
| Rev. Joseph Healy | Most Pure Heart of Mary Catholic Church & School | N/A |
| Father Patrick Healy | Most Pure Heart of Mary Catholic Church & School | N/A |
| Ms. Tracey L. Hunter | Principal  Erwin Craighead Elementary School | N/A |
| Ms. Colette Huff | CEO  Dearborn YMCA | N/A |
| Mayor Sam Jones | Mayor  City of Mobile | 205 Government Street 10th Floor  Mobile, AL 36633-1827  (251) 208-7395 |
| Ms. Donna Jordan | Program Director  Mobile Baykeepers | N/A |
| Mr. James Kellen | Workforce Development Director  Bishop State Community College | N/A |
| Ms. Linda Mabien | Trustee  Nazaree Baptist Church | N/A |
| Hon. Merceria Ludgood | County Commissioner, District 1  Mobile County Commission | Mobile Government Plaza  205 Government Street  Mobile, AL  36644  251-574-1000 |
| Rev. Levon C. Manzie | County Commissioner, District 4  Mobile County Public Schools | 1 Magnum Pass  P.O. Box 180069  Mobile, AL  36618  (251) 221-4387 |
| Mr. Christian Miller | Non-Point Source Pollution Extension Specialist  Auburn University Marine Extension & Resource Center/ Alabama Clean Water Partnership | 4170 Commanders Drive  Mobile, AL  36615  (251) 438-5690 |
| Dr. Joseph C. Mitchell | State Representative, 103rd District  Alabama House of Representatives | 465 Dexter Avenue  Mobile, AL  36604  (251) 208-5480 |
| Rev. Eugene Morris | Pastor  Greater Union Baptist Church | N/A |
| Rev. Patrick Munnerlyn | Spokesperson  NAACP Mobile Branch | N/A |
| Rev. James Parrish, Jr. | Pastor  Nazaree Baptist Church | N/A |
| Ms. Pamela Ramos | Project Director  Alabama Minority Business Enterprise Center (MBEC) | 450-A Government Street  Mobile, AL  36602  (251) 433-2250 |
| Mr. Al Stokes | Chief of Staff  City of Mobile | 205 Government Street 10th Floor  Mobile, AL 36633-1827  (251) 208-7395 |
| Mr. Dwayne Vaughn | Director  Mobile Housing Board | 151 South Claiborne Street  Mobile, AL  36602  (251) 434-2201 |
| Mr. Robert Walker | NAACP  Mobile Branch | N/A |
| Mrs. D.H. Walton | Principal  Calloway Smith Middle School | 350 N. Lawrence School  Mobile, AL  36603  251-221-2042 |

**Supporting Documents**

Environmental Studies Center suggested Curriculum Guide for Mobile Gas

Manufactured Gas Plant (MGP) Fact Sheet

Manufactured Gas Plant (MGP) Frequently Asked Questions

Mobile Gas Fact Sheet