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Public Engagement Strategy Concerning Open Burning & Open Detonation

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Joint Munitions Command**



U.S. Army Materiel Command

MISSION

Army Materiel Command Develops and Delivers Materiel Readiness Solutions to Ensure Globally Dominant Land Force Capabilities



VISION

Army Materiel Command is Operationalized as the Army's Materiel Integrator, Synchronizing Capabilities and Resources to Ensure Army Materiel Readiness

Sustaining the Strength of the Nation!





U.S. Army Commands (ACOMs)



U.S. Army Forces Command



Organizing and Manning

U.S. Army Training and Doctrine Command



Training and Doctrine

U.S. Army Materiel Command



Equipping and Sustaining

Prevent: *The Army prevents conflict by maintaining credibility based on capacity, readiness and modernization*

Shape: *The Army shapes the environment by sustaining strong relationships with other Armies, building their capacity, and facilitating strategic access*

Win: *If prevention fails, the Army rapidly applies its combined arms capabilities to dominate the environment and win decisively*

Ensuring Army Combat Readiness





AMC Strategic Priorities

SecArmy Top Priorities



Secretary of the Army

- Readiness: Ensuring the Total Army is Ready to Deploy, Fight and Win Across the Entire Spectrum of Conflict, with an Immediate Focus on Preparing for a High-End Fight Against a Near-Peer Adversary
- Modernization: Building Greater Capacity and Capabilities in the Longer Term
- Reform: Improving the Way We Do Business, Including How We Implement These Priorities, to Make the Total Army More Lethal, Capable and Efficient

CSA Strategic Priorities



Army Chief of Staff

- Readiness (Current Fight)
- Future Army (Future Fight)
- Take Care of the Troops (Always)

CG, AMC Strategic Priorities



Army Materiel Command, Commanding General

- Strategic Readiness: Army Materiel Command Operationalizes its Essential Functions at the Tactical, Operational, and Strategic Levels to Assure Sustainable Readiness
- Future Force: Army Materiel Command is Postured at Echelon to Synchronize and Integrate S&T and R&D to Defeat any Adversary
- Soldiers and People: Army Materiel Command Ensures Logistics Corps Soldiers and the Civilian Workforce are Trained and Ready to Execute Doctrinal and Directed Missions in Support of Army Priorities and Missions

Commander, JMC Mission/Vision/Strategic Priorities



Joint Munitions Command, Commanding General

MISSION: *To provide the Army and Joint Forces with ready, reliable, lethal munitions at the right place and time to sustain global operations*

VISION: *Be DoD's Premier Munitions Sustainer and Demilitarization Expert... Integrating and Synchronizing Global Munitions Readiness*

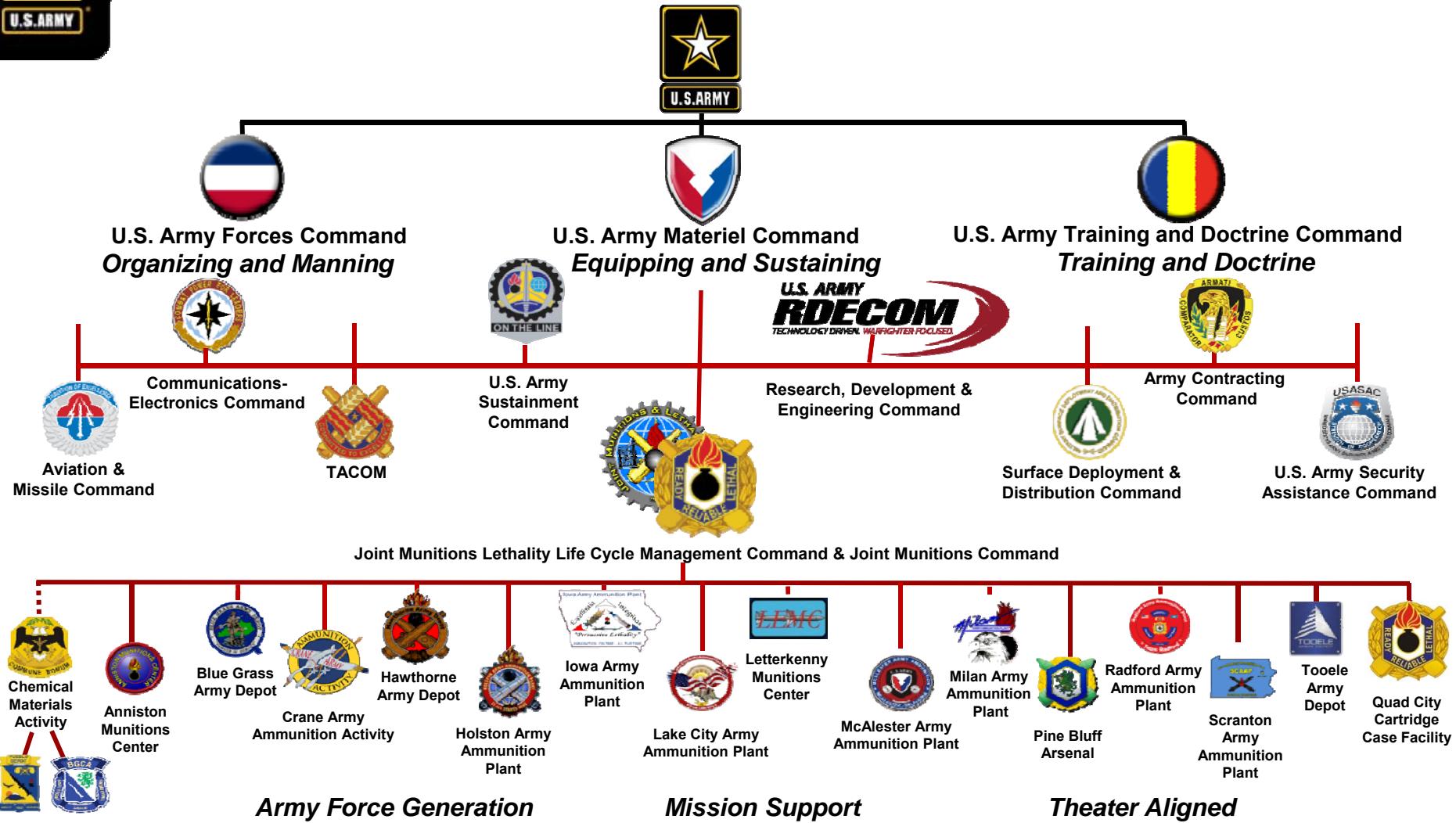
- Readiness: Ready, reliable, lethal munitions at the tactical, operational, and strategic levels ensuring munitions readiness
- Future Force: Entire munitions life cycle engagement and identification of munitions sustainment and operations requirements to support future force needs
- Soldiers and People: A trained and ready munitions force executing doctrinal and emerging missions

Our Army – America's Force of Decisive Action





U.S. Army Commands



If a Soldier Drives it, Flies it, Wears it, Shoots it, Communicates with it or Eats it....AMC Provides it.





Joint Munitions Command - Mission/Vision

MISSION

*To provide the Army and Joint Forces with
ready, reliable, lethal munitions
at the right place and time to sustain global operations*

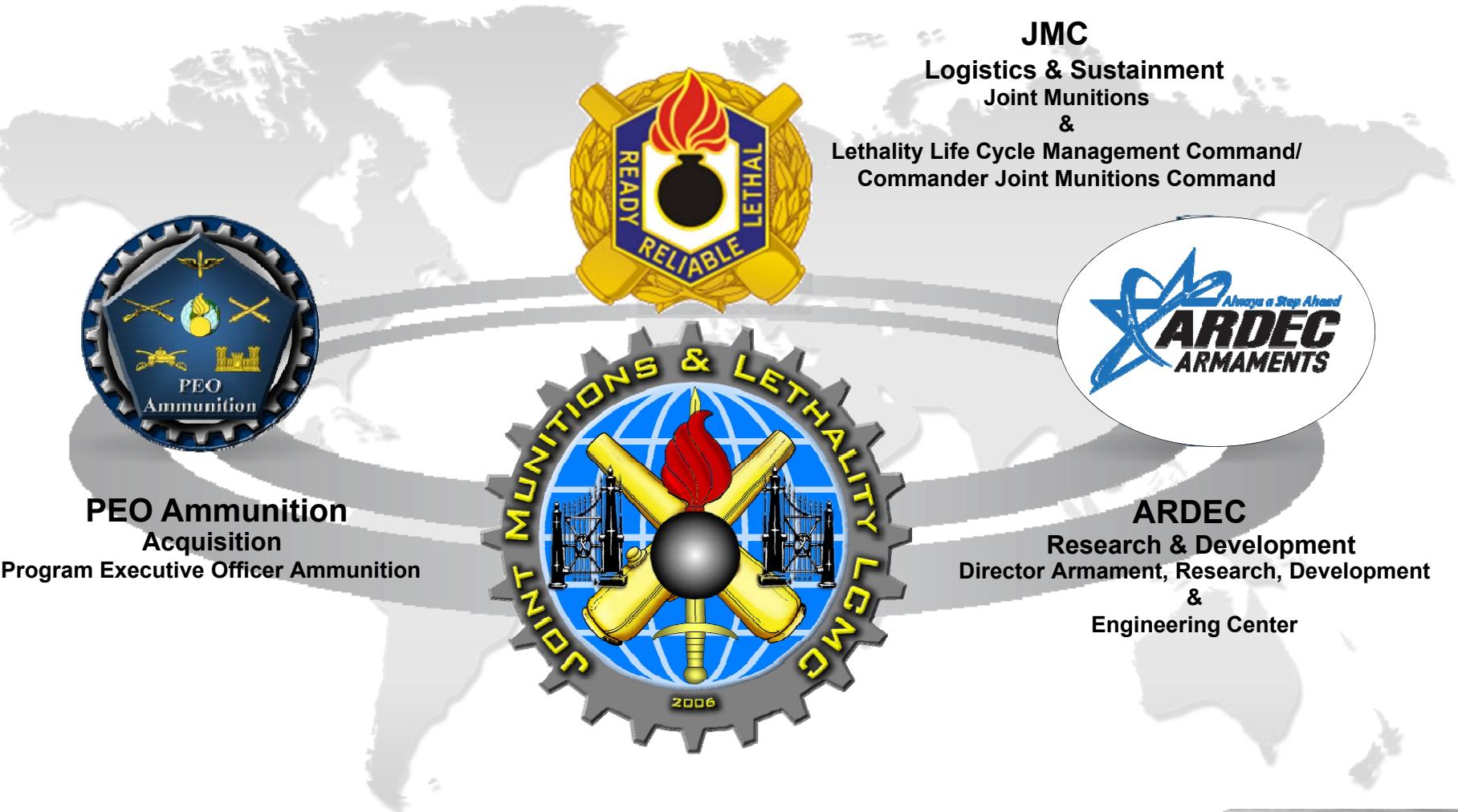
VISION

*Be DoD's Premier Munitions Sustainer and
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Integrating and Synchronizing Global
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Ammunition Enterprise Triad





Force Projection

McAlester AAP
(McAlester, OK)

Letterkenny Munitions
Center
(Chambersburg, PA)

*“Our Organic Industrial Base is the Link to
Operational Requirements and
Sustainable Readiness.”*

Crane AAA
(Crane, IN)

Blue Grass
Army Depot
(Richmond, KY)

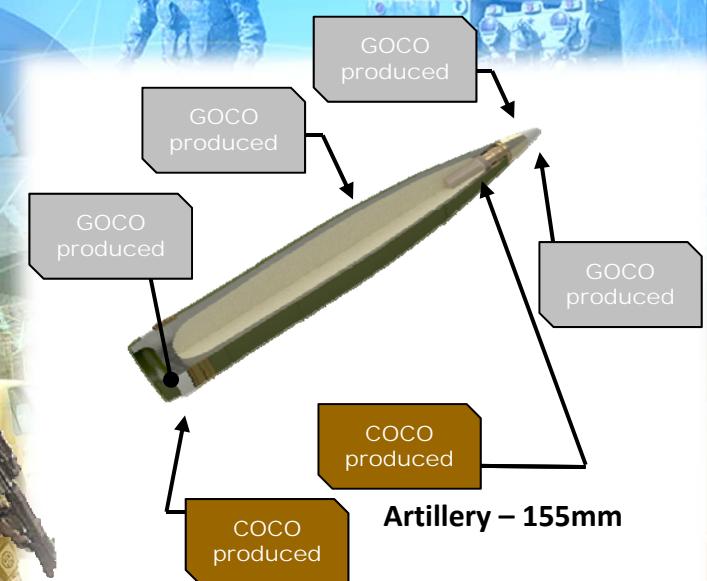
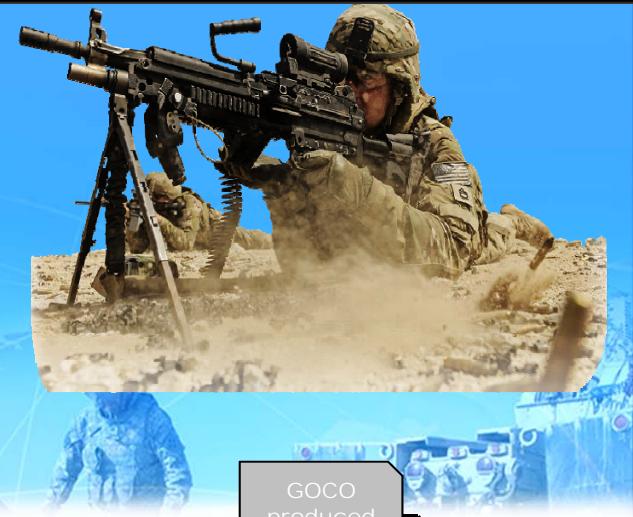
Tooele Army Depot
(Tooele, UT)

GEN Perna, AUSA 2017

LOGISTICS

- Commercial
- Government Owned

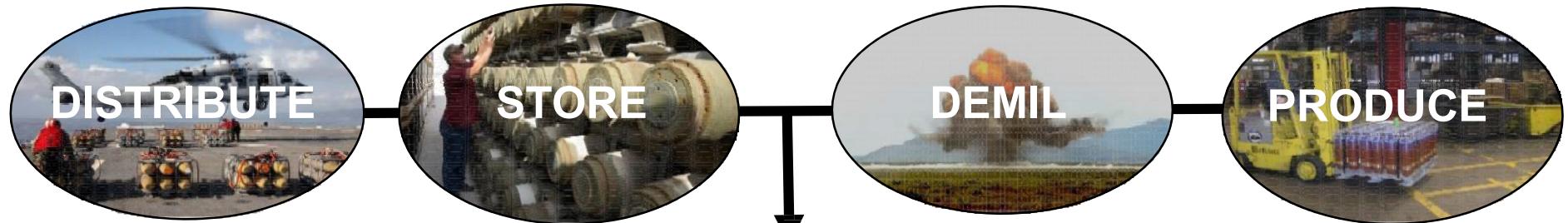
Readiness is #1





Enterprise – Integrated Logistics Strategy

Munitions Network Core Competencies



Global Sustainment



Enablers



Joint Service Support



Long-Term Planning for Future Optimal Network

E-ILS Drives

Enterprise Approach to Warfighter & Network Requirements

Distribution Network

- Meet Contingency Outload and Support CONUS Training

Storage Network

- Defines Future DOD Storage Network Requirements

Demil Network

- Optimize Demil Throughput to Improve Readiness

Production Network

- Sustainment of Critical Capabilities

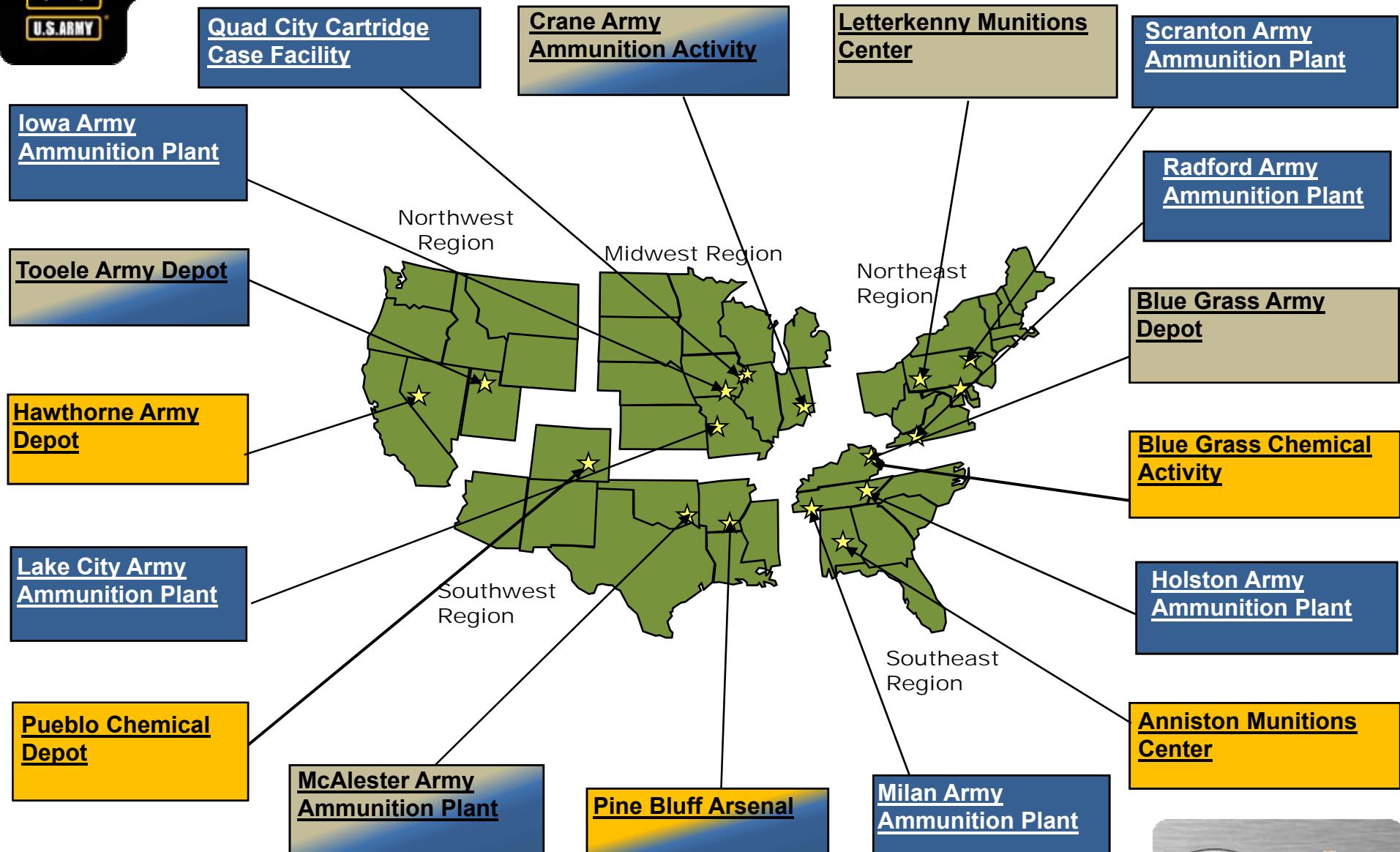
Enterprise - Integrated Logistics Strategy (E-ILS)

Integrated Logistics Delivering Munitions Readiness





Command Footprint – Core Competencies



Sustainment Network Supporting the Warfighter





DISTRIBUTE

Services/COCOMs



Munitions at the Speed of War!



Key Metrics

- Perfect Order Fulfillment (POF)
- Foreign Military Sales Line Commitment Date
- Outload





U.S.ARMY

STORE



Ready
Stockpile for the
WARFIGHTER



Key Metrics

- Supply Depot Operations (SDO) Inspection
- Receipt and Issue Accuracy
- Single Manager for Convention Ammunition Receipt and Issue

Ready, Reliable Munitions



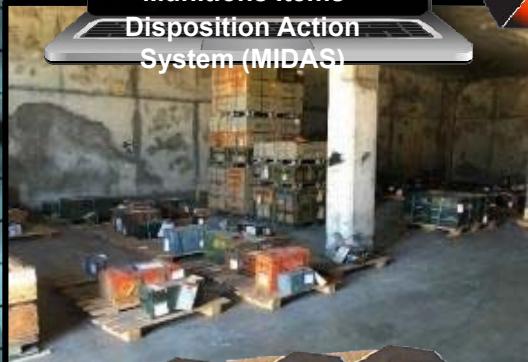


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DEMIL

TODAY

FY18-23 STOCKPILE FORECAST FY17 BES



Thermal Treatment



Explosives Removal



Open Burn/Open Detonate



TOMORROW

*Effective,
Efficient, and
at the Best
Value in All
We Do!*



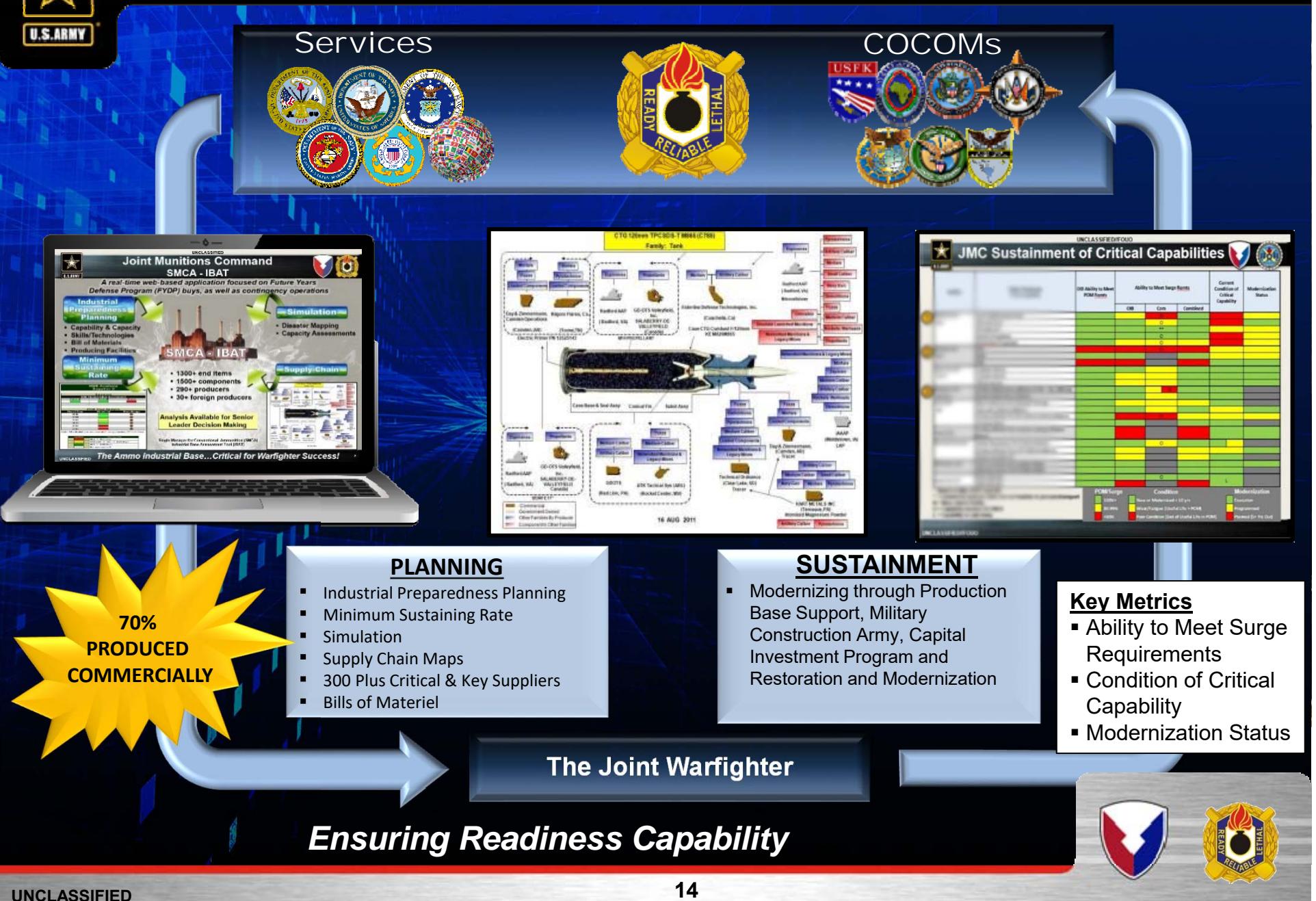
Enable Future Readiness and Efficiency



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PRODUCE





Background

In 2016, the success of the public's campaign in having the EPA switch the disposal method to a contained burn system at Camp Minden, re-energized activists who have long campaigned against open burning by the military.





Problem Statement

- Information is incorrect and not fact-checked by the media or others who just repeat what they have heard.
- It is believed by the activists that the EPA lets the military self-regulate, doesn't inspect frequently enough or hold the "polluters" to high enough standards.
- Military must inform decision makers and those living in areas where the military conducts open burns of munitions and explosives.





Information Distribution Methods

- TV
- News articles
- Social media
- Website
- Public Meetings





Audiences and Themes

Audiences

- State & Local Government Officials/Regulators
- Members of Congress
- Members of the Local Public
(Living in area where open burning is occurring.)
- Environmental Activists & Citizen Groups
- The General Public

Themes

- Safety – Public, Warfighter & Worker
- Environmental Stewardship
- Open Burn Technology & Research
- State Issued Environmental Permits





Key Messages

- The Army is committed to protecting human health and the environment. That includes the safe handling and destruction of excess munitions and explosives.
- Open burning is the safest means, currently permitted under Resource Conservation and Recovery Act (RCRA) regulations, for regular and routine destruction of excess munitions and explosives.
- Open burning is a regulated process. Extensive controls and safety measures, including stringent permitting requirements are in place to ensure the health and safety of the surrounding communities and to protect the environment.





Case Study – Crane Army Ammunition Activity

- No one medium allowed Crane Army Ammunition Activity to educate stakeholders and combat false information.

Crane Army Ammunition Activity Public Affairs Officer:

- Conducted tours
- Presented white papers to government agencies
- Wrote press releases
- Used social media
- Hosted media days and provided media opportunities
- Engaged Crane leadership
- Partnered with local universities





Successes

- Crane Army Ammunition Activity Won the Army Materiel Command Award for an Outstanding Communication Campaign
- DoD Explosives Safety Board Creating a DENIX Site to Develop a Central Repository for all DoD Agencies On the Issue and Associated Documents
- Proactively Working to Inform the Public





Areas of Concern

- Only some installations have Public Affairs Officers on site (Government-Owned, Government-Operated)
- JMC HQs handles all Public Affairs inquiries at Government-Owned, Contractor-Operated sites with a limited staff not equipped to handle that many sites nationwide
- Activists outnumber staff associated with informing decision makers
- The size of DoD has made it difficult for all agencies to work together and form proper messaging





Take Aways

- The Army and DoD are dedicated to talking to the American public about the importance of demil and its safety.
- Limited resources mean that the message is often overwhelmed by activist messaging.
- Agencies are working together to inform the public.

