

Have an Upcoming Public Hearing? Your Project Needs a Community Outreach Plan.

"We're seeing the opposition...Just coming and building a project and assuming the community will be supportive is not going to be an approach that works."

- Jason Albritton as quoted in the Washington Post on 5/10/23. Albritton is director of the Nature Conservancy's North American climate mitigation program and co-author of a study called "Power of Place" published in May 2023.

If not addressed, a small band of NIMBYS can become an organized coalition that can halt your project. Using proven outreach strategies will significantly improve your project's chance of approval.

Objectives

Strategies effective in combating NIMBY opposition are based on the following:

- Pre-empting negative information.
- Sharing positive facts and education.
- Handling angry constituents.
- Managing participating and non-participating land-owners within the project footprint.
- Influencing elected officials.
- Dealing with the press.
- Strategic sponsorships and events.
- Utilizing the resources around you.



Support

Grassroots supporters can influence elected officials and win approval for your projects.

Neutralize Opposition

The merits of your project are not enough. You must engage with the opposing stakeholders.

Methods

- Coalition Building
- Door-to-Door Outreach
- Community Meetings
- Web and Social Media Polling
- Supportive Citizens Group
- Direct Mail
- Paid Phones
- Get Out the Vote

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