### STAKEHOLDER ENGAGEMENT IN RURAL, HISTORICALLY CONSERVATIVE AREAS

#### **GOAL:**

To build energy projects on time and on budget in rural, historically conservative voting areas





#### **ONGOING ENGAGEMENT**

Consistent positive community presence

• Highlight longevity of the project

 Establish project as a community neighbor



# BRINGING PROJECT TO FRUITION

Engage regulators and elected officials - project approval



#### WHO IS THE AUDIENCE?

- Lay of the Land
- Who are the key stakeholders?
  - Elected officials
  - Community / Civic groups
  - Key community members
  - Low and moderate income communities
  - Focus Groups
- Who are the opposition?
  - Local? National?
  - Why do they oppose?



## WHAT IS THE MESSAGE?

- Who are we?
- · What are our goals?
- · Why are we here?



### RALLY SUPPORT / LAYERED OPPOSITION

- Positive messaging in the community
- Earned media
- Philanthropy
- Use gained supporters through permitting/approval process
- Developing advocates
- Understanding environmental justice concerns



#### **COMMUNITY OUTREACH**

- Transparency
- Stakeholder engagement
- Tell project story
- Create project-specific materials to include infographics, website, and videos
- Get involved with the community
- Build support
- Meet with opposition