

Air Quality Permit

Business Challenge/Environment

A major energy client sought an Air Quality Permit from a Midwestern state for its advanced energy center, which included a power plant, oil refinery and related facilities. Approval had been expected, but a lengthy and well-funded opposition campaign necessitated that our client protect its hard-won support in the county where the energy center would be built and prove that support to state officials.

Our Approach

We launched a rapid political and grassroots outreach campaign to demonstrate to state decision makers that our client's project maintained widespread local support. This effort included:

- We sought formal resolutions of support from local political boards throughout the county — and obtained 90 percent of those sought.
- We sent coordinated mailings to business associations to encourage their members to submit hand-written letters of support.
- We developed a letter-writing strategy to ensure that supportive residents, political and business leaders and property owners could submit form letters and hand-written notes of support to the state Department of Environment and Natural Resources and permitting officials.
- We organized a bus trip for high-level county officials and leaders to attend all public hearings on the permit.

Outcome

Our client won unanimous approval, 9-0, from the state Department of Environment and Natural Resources.

CASE STUDY