

Renewable Energy Transmission Project

Business Challenge/Environment

A large New England utility company was seeking to build a \$1.4 billion transmission infrastructure project that would bring 1,200 megawatts of clean, low-cost energy from hydroelectric plants in Canada. However, a number of environmental groups organized against the project, claiming that the transmission line would destroy viewsheds and have adverse environmental impacts.

Our Approach

We developed a comprehensive and aggressive campaign to reposition the project in the wake of a damaging attacks by opponents. Our results included:

- Implementing a campaign management platform to segment data for our advocacy efforts and develop supporter profiles.
- Creating a statewide field plan at the precinct level to organize supporters.
- Identifying over 3,000 residents in support of the project.
- Securing over 500 letters of support to the Department of Energy.
- Garnering over 400 email patch-through letters to public officials.
- Identifying hundreds of business supporters.
- Obtaining over 26,000 likes on Facebook.
- Producing dozens of video testimonials from residents and business owners.

Outcome

This project is currently ongoing but is well-positioned to secure approval in light of our results to date.

CASE STUDY