

## ***Mining/Federal Permitting***

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### **Business Challenge/Environment**

*Prominent regional and national environmental groups led opposition to our mining client's application to expand by 91,000 acres its operation on a major lake in the west. Opponents completely dominated initial meetings conducted by the U.S. Army Corps of Engineers. The mineral company engaged us to assess the permitting situation and help it overcome the unexpectedly harsh opposition to its plans.*

### **Outcome**

We demonstrated strong support for the project and supporters outnumbered opponents, 3-1, at the next series of public meetings. We produced 1,300 signed statements of support and turned out more than 100 supporters to the public scoping meetings. The Army Corps of Engineers' project manager said the scoping sessions had the largest turnout of support for an application he had ever seen.

### **Our Approach**

- Our assessment found a government agency case manager was providing misleading information to the client about how its application was being handled, giving the client unwarranted optimism.
- We focused on identifying local residents supportive of the project and then organizing them into a strong community group capable of putting pressure on federal, state and local officials.
- To counter opposition arguments, we developed messaging and a formal presentation based on the benefits of the project.
- To educate and enlist community support, we coordinated a series of presentations and one-on-one meetings with residents, key community leaders, the client's employees and local civic groups and businesses.
- We mobilized our supporters to attend Army Corps of Engineers public scoping meetings and assisted them with submitting written comments.

CASE STUDY