

Waste/Landfill Expansion

Business Challenge/Environment

A leading North American firm faced the closing of a vital regional landfill after the planning commission unanimously recommended rejection of an expansion to add 20 years of capacity. With 30 days before the county commission would vote, we needed to drastically change the local political situation so the commissioners would approve the project.

Our Approach

We quickly launched an aggressive grassroots campaign to:

- Publicize the community benefits — taxes, jobs, client civic involvement, providing a necessary service.
- Identify supporters via targeted telephone calls and canvassing.
- Get supporters to sign petition cards and write letters of support to the county commissioners and local newspapers.
- Collect video 'petitions' from supporters unable or hesitant to attend the public hearing.
- Connect identified supporters directly to commissioners to voice support personally.
- Organize leaders of groups and businesses supporting the landfill to activate their members.
- Secure public endorsements from groups and individuals.
- Rapidly rebut misinformation from opponents.
- Organize sign-carrying supporters to attend the public hearing and orchestrate pro-expansion speakers.

Outcome

Our client's vital landfill expansion won a unanimous county commission vote for approval.