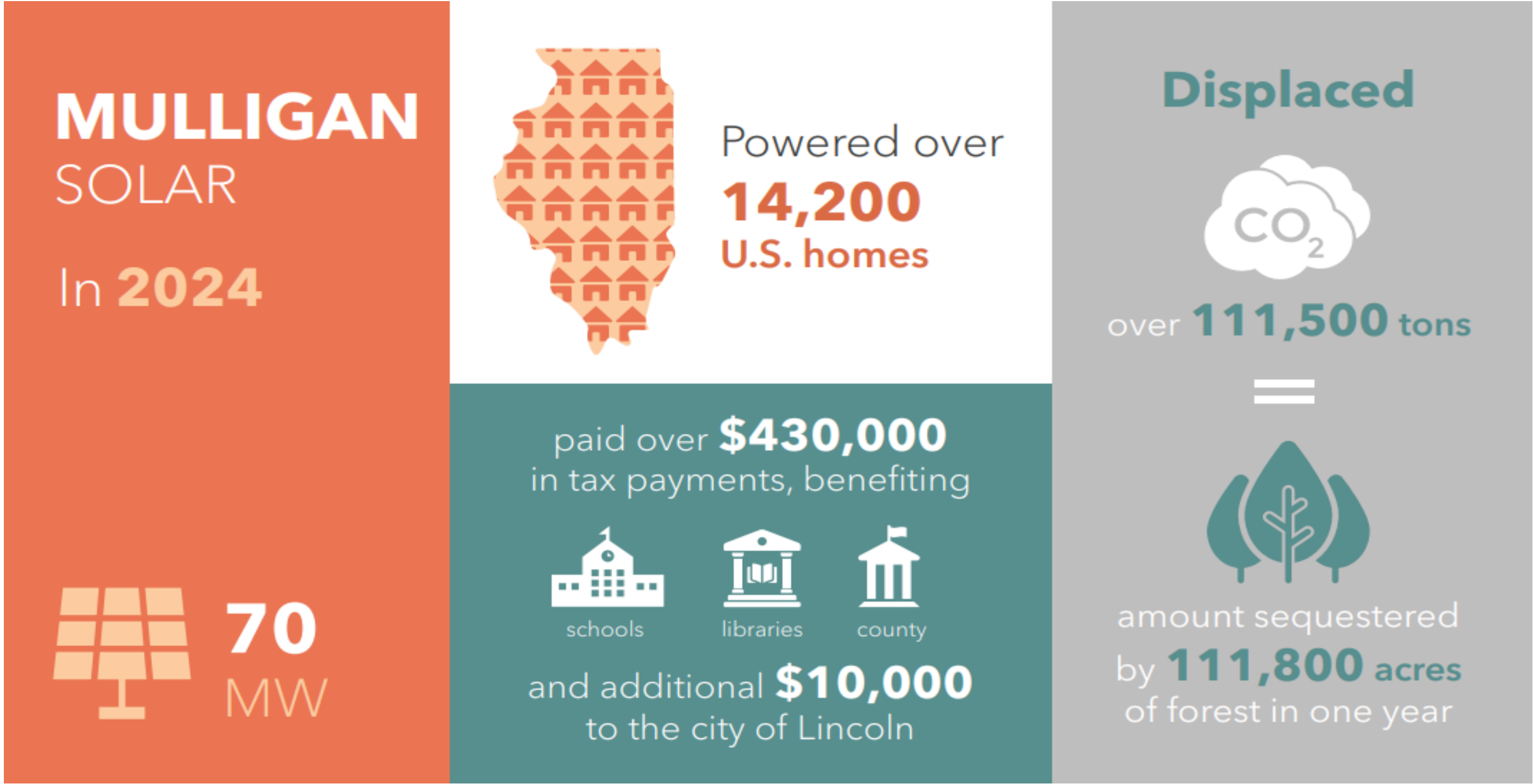


Leveraging Operating Projects to Elevate the Industry (and Develop More!)

How can the stories of existing assets support future development?



Intro

Apex Clean Energy is implementing a public engagement program that leverages operating projects to garner support for the industry and new projects.

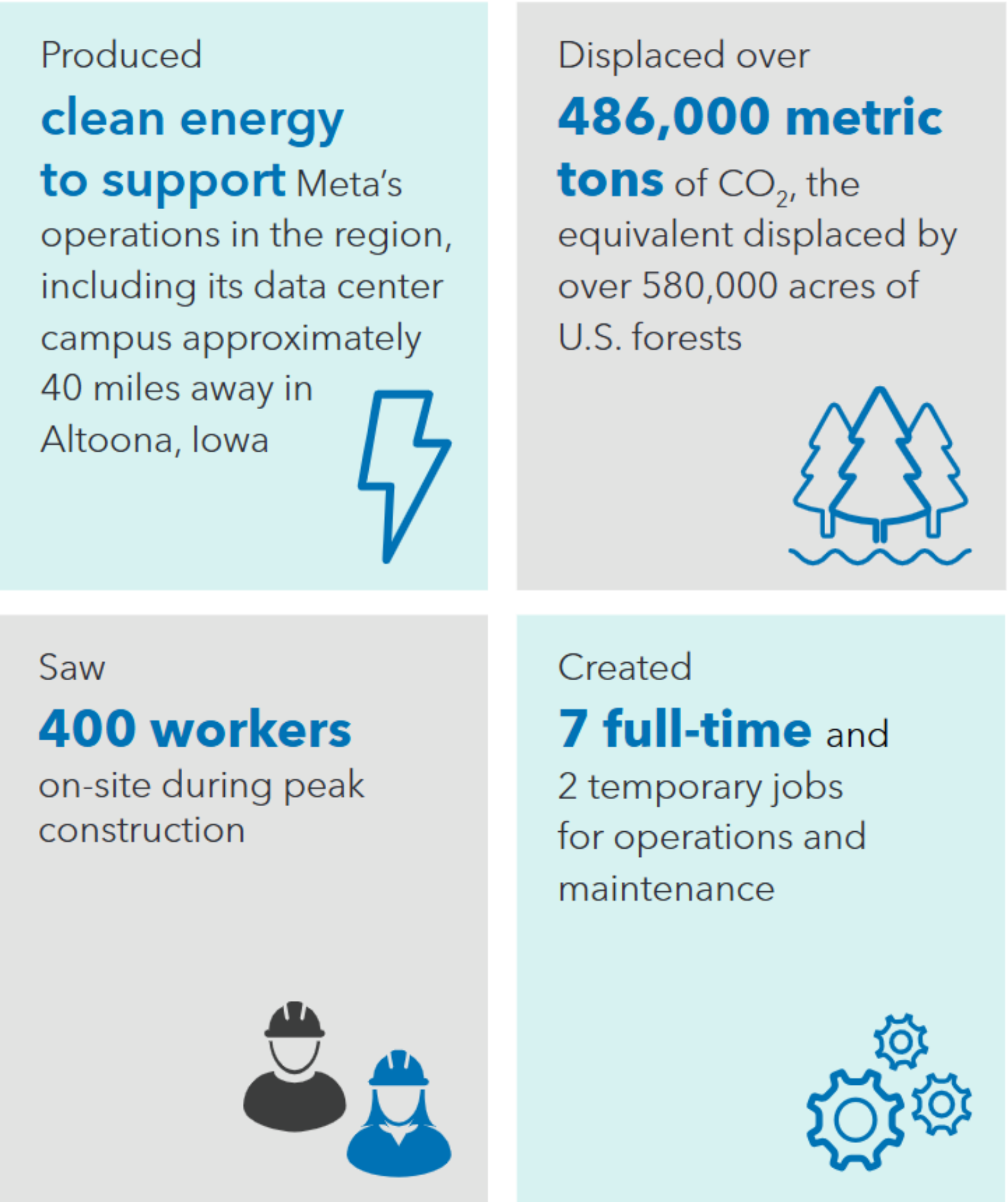
Tactics

- Benefits mailers
- Annual Reports
- Community Grant Program
- Tours & Events

Results

- New leases for developing projects
- Pro-renewable legislation
- Increased local support

IN 2023, GREAT PATHFINDER WIND ...



Representatives Drew Darby (TX-72) and Vikki Goodwin (TX-47) visit Aviator Wind and Angelo Solar. As Chairman of the House Committee on Energy Resources, Darby has led on transmission policy and blocked bills harmful to renewable energy.



IL Governor JB Pritzker joins Apex at Mulligan Solar for a ribbon-cutting in 2022. The following January, Pritzker signs statewide permitting legislation into law. Due to the permitting certainty it created, it single-handedly allowed projects like Prosperity Wind to be built and has resulted in many new wind and solar projects in the state.

Acknowledgements

Embold Research, Mike Casey

*2021 poll in Huron County, MI found +9 points net support for the continued development of wind turbines in the county after one short message on tax revenue benefits

Contact Info

Natasha.montague@apexcleanenergy.com
Cell: 434-989-6787



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