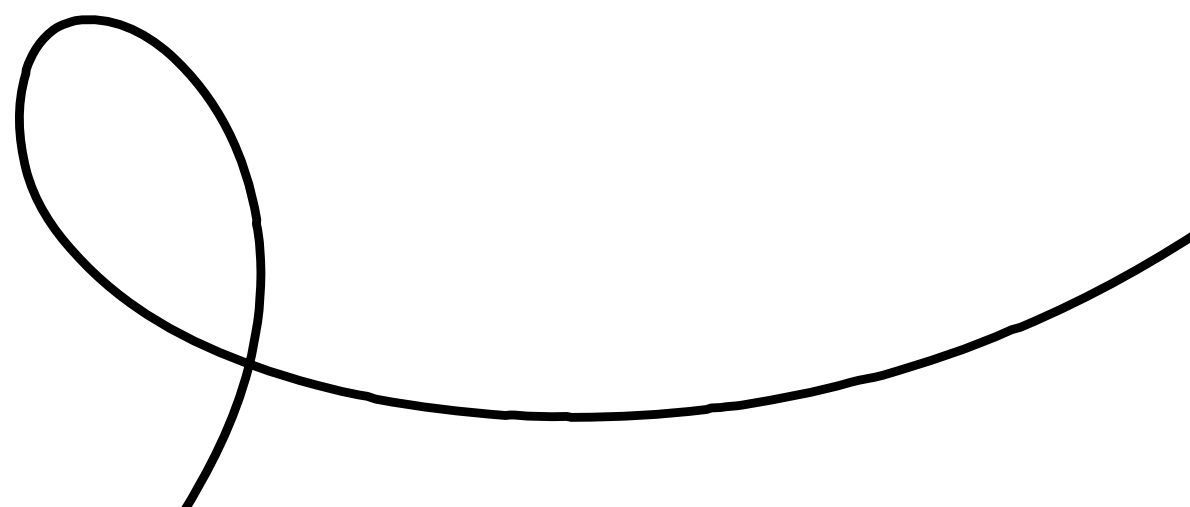
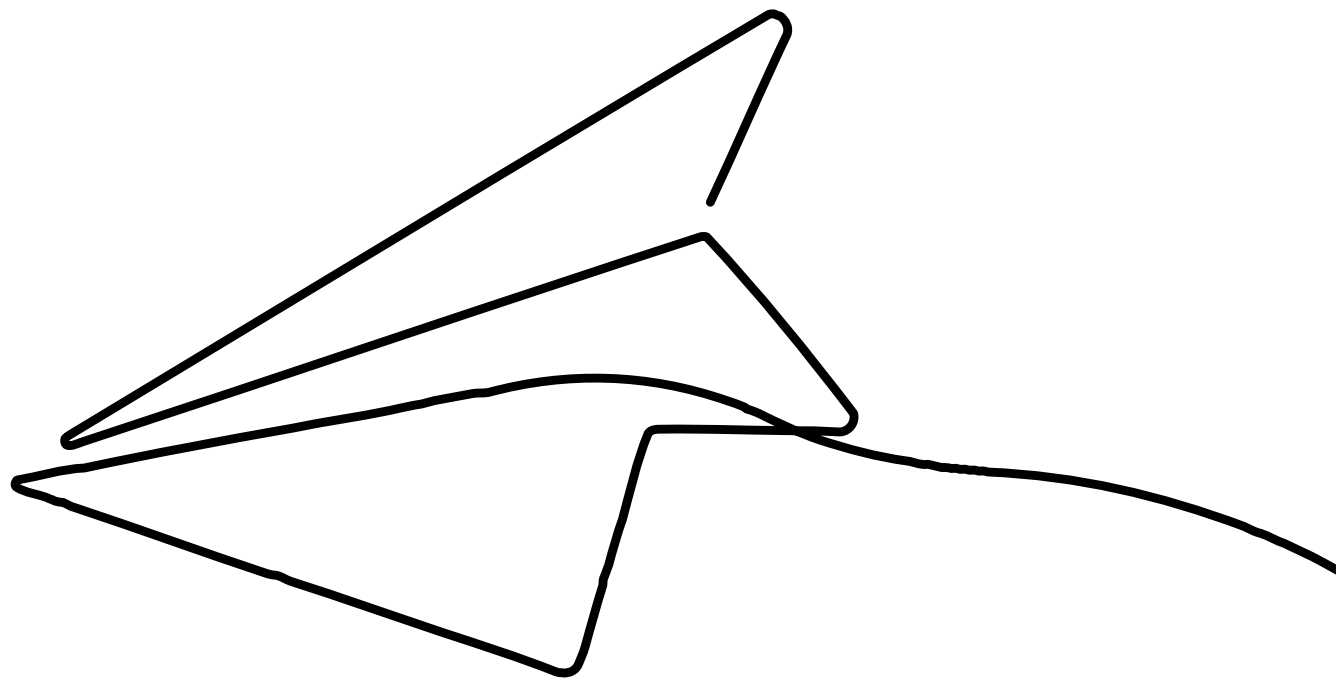
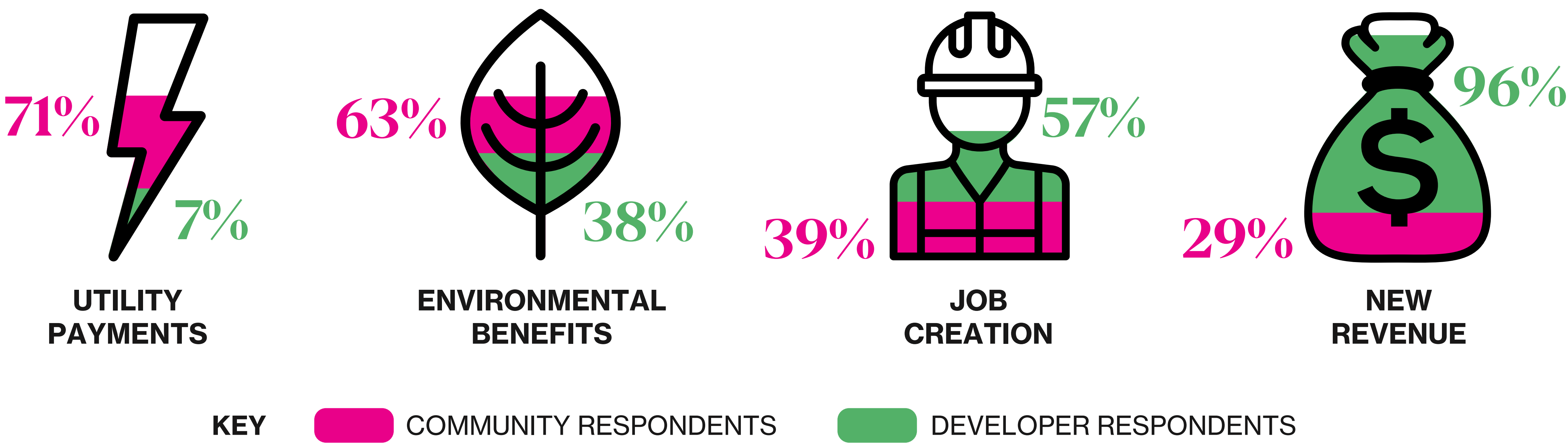


Communicating the right benefits is the key to project approvals



Getting Projects Approved: Community Assessments are Vital to Effective Messaging and Meaningful Engagement

Data



Overview

Communities initially prioritize utility payments (71%) and environmental benefits (63%) when evaluating new renewable energy projects.

But these benefits do not translate into lasting support or engaged local stakeholders.

Mower’s surveys show that developers emphasize **new revenue (96%)** and **job creation (57%)** – the long-term economic benefits that sustain projects.

Community Assessments help bridge this gap.

By analyzing local priorities, stakeholders and sentiment, they provide the insights needed to align messaging with what truly builds support. Successful projects must identify and communicate messages that resonate with their specific communities.

Results

Community Respondents

- Utility payments **(71%)** and environmental benefits **(63%)**
- Job creation **(39%)** and new revenue **(29%)**

Developers

- New revenue **(96%)** and job creation **(57%)**

Discussion

- To secure lasting support, developers must use targeted community insights to shape their messaging
- Community assessments eliminate the wasted time spent communicating messages that don’t move a project forward
- This informed approach enables developers to identify the messages that will have a real impact on project approval

Methods Desktop Research | Field Team Engagement | Industry and Hyper-local Polling

Contact Us



Rick Lyke, APR
Executive Vice President –
Managing Director,
Public Relations & Public Affairs
Email: RLyke@mower.com



Austin Philleo
Senior Account Supervisor, PA/PR
Email: APhilleo@mower.com

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