

Communication Best Practices for Renewable Developments: The 80/10/10

Mariah Lynne, *Good Steward Consulting*

Moderator: Tony Baumert, *Olsson*



Nebraska
Wind & Solar
CONFERENCE & EXHIBITION

Communication Best Practices for Renewable Developments

Mariah Lynne, President & Founder of GSC



Background

Laser focused on public outreach and community engagement for utility-scale (100MW+) renewable energy projects located in rural areas.

- Est. 2017
- 13+ GW
- 17 States
- 25 FTE
- 25+ Local Reps
- Rural/Ag Backgrounds



The 80/10/10 Rule



The Opposition (10%)

- Identify Who
- Identify Why
- Follow, Listen
- Limit Engagement



The Opposition (10%)

- Social Media Monitoring
- Eyes/Ears
- Do Not Respond Directly via Platforms
- Right to Opinion – you won't change it... that's okay!



The Supporters (10%)

- Participating LOs
- Economic Development
- Renewable Energy Advocates
- High Engagement



The Supporters (10%)

- Inform, Educate, Empathize
- Regular Casual Meetings (Monthly)
- Multiple Outlets for Communication
- Formal Meetings 2x/Year
- The Evangelizers
- Eyes & Ears... CRITICAL



The General Community (80%)

- Know Your Host Community
Not all small, rural towns are the same...
- Develop Trust
- Educate/Inform
- High Engagement



The General Community (80%)

- **Local Office**
- **Local Representative**
- Neighbor Outreach
- Project FB Page
- Project Website
- Event Attendance & Sponsorships
- Advertisements
- Factsheets/Posters
- Visual Simulations
- Service Club Presentations
- Open House(s)
- Chamber Membership & Participation
- ✓ *No Pro-__ Signs!*
- ✓ *No Door Knocking!*



QUESTIONS?

Mariah@goodstewardconsulting.com
RJ.Welch@goodstewardconsulting.com

