



OUR CLIENTS ISSUE

- Our client, a mining company, proposed to expand a salt mine and solar evaporation ponds that cover 106 square miles near a large lake in the mid-west.
- The project would have to be approved by several federal agencies.
- Opponents have formed a coalition that consists of environmentalists, fisherman and hunters.
- There have been no recognized supporters of the project.

DELIVERABLES

- Our initial efforts conducted a scope investigation that found that the project manager at the government agency was giving false information to our client.
- The representative from the government had told our client that their plans looked good and that there was a backlog which is why the process was taking longer than usual.
- The representative from the government told our project manager that they were purposely stalling the project in the hope that a new administration would support them in denying this application.
- We decided to have resident phone calls and write their local congressmen and the two United States Senators informing of the agencies actions.
- Our outreach plan began with employees of the salt mine providing the names of two people who we could contact on their behalf to support the mine expansion.
- We expanded our outreach to both customers and vendors of the mine asking them also to provide names to contact on their behalf.
- We mobilized citizens to write and call the government agency and their elected legislatures asking that this application be moved along in the approval process.

THE RESULT

- Before our involvement, there was no demonstrated support for this project and the approving agencies determined that they could delay the process without any repercussions.
- Support was demonstrated through phone calls and letters to the agency and elected representatives.
- The project is still ongoing but has moved along in the process, the former project manager for the government has been replaced.