

BEST PRACTICES: OVERCOMING OPPOSITION THROUGH COMMUNITY ENGAGEMENT

Plan Ahead: Understand the Political Environment

Each project has its own unique needs. Economic Developers understand the zoning, local politics and growth strategies in your desired municipality. They will help you proactively work with a community.

01

Community Due Diligence is Critical

Work with local economic development organizations, community stakeholders, and consultants to evaluate the project through the eyes of the community.

- Compatible design (aesthetics)
- Build green as much as possible
- Minimize operational impact
- Community Benefit Agreement

02

Build Trust & Strong Relationships Locally

Build relationships with the community through hiring local consultants, using local labor and engaging stakeholders early in the process.



03

Know Your Community

Understand what your community wants and doesn't want. Does your project fit the culture of the community?



04

Proactively Respond to Project Concerns

Get in front of community concerns. The project team can control the message through providing facts and visuals to educate the community on the value of the project minimizing the perceptions about the project that are inaccurate.

05

Be Your Own Advocate

Control your message - or someone else will. Utilize various methods of strategic engagement including:

- **Traditional media:** newspapers, magazines, etc.
- **Digital marketing:** project website, survey data, etc.
- **Grassroots approach:** kitchen table meetings, community workshops, etc.

06



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It all starts at the Orange County Partnership.

We are here to help build your team and guide you through the process to ensure your project succeeds.

WE GET DEALS DONE.