

2013 PFI Annual Conference
Asheville, NC

NOT IN MY BACKYARD:
*Politics of the Permitting
Process*

*Presented by Matthew Segal
Calvert Street Group*



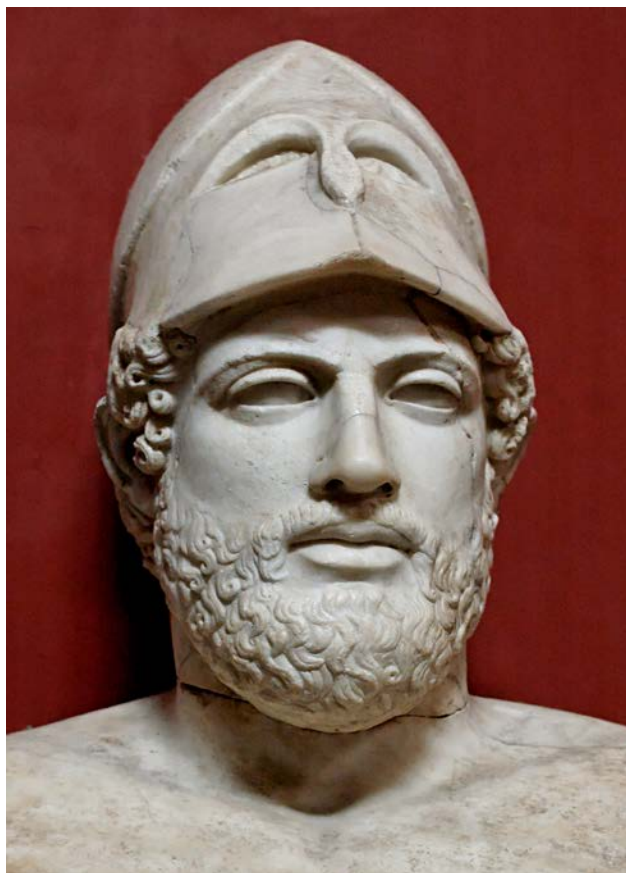
The Calvert Street Group

Calvert Street specializes in managing corporate campaigns.

We successfully navigate clients through the processes where business and public policy intersect.

Whether it is grassroots advocacy, land-use and development, or non-partisan electoral campaigns, Calvert Street Group manages the politics that will shape the outcome.





“If you don’t find
politics, politics will
find you.”

- Pericles



HONESTY IN POLITICS

Isn't it refreshing when they really say what's on thier minds?

 PunditKitchen.com









“All politics is local.”

- Tip O’Neill



Managing Local Politics

- ✓ Understand the Opposition
- ✓ Develop a Strategy
- ✓ Execute



NIMBY: Not In My Backyard

Who comprises the NIMBY crowd?

- Project abutters
- Local citizens
- Professional activists
- Elected officials
- Competition



Strategy

- Political campaign style
- Engagement
- Education and persuasion
- Neutralize opposition
- Apply pressure
- Give “political cover”

Tactics

- **Outreach**
 - Identify advocates
 - Build a coalition
- **Paid media**
 - Direct mail
 - Polling
 - Website/blogs/social media
 - Print, radio and TV
- **Earned media**
 - Press strategy
 - Let the coalition speak for you



Conclusions

- **Managing local politics will not solve all of your problems.**
 - *Following the strategy and tactical execution will put your controversial project closer to approval.*
- **NIMBY opposition can come in many forms, from many angles.**
 - *Preparing for opposition can help mitigate some, but not all, opponents.*
- **Permitting should be run like a political campaign.**
 - *Traditional PR and lobbying is ineffective for permitting controversial projects.*



Questions?

Matt Segal
Calvert Street Group
msegal@calvertstreet.com
www.calvertstreet.com
Office: 615-891-1614
Cell: 802-310-3048

