

CASE STUDIES

Local

- 1 Positioning Our Client to Lead on Environmental Challenges
- 2 Securing Local Support for a Processing Facility
- 3 Defeating Industry-Threatening Ordinances

1 Positioning Our Client to Lead on Environmental Challenges

CHALLENGE:

Flexible plastic film is often excluded from the list of acceptable items for curbside pick-up of recyclable materials, resulting in tons of plastic film, bags, and wrap ending up in landfills where they present an environmental threat. Our client, a producer of plastic film consumer goods, wanted to increase the recycling of its products through curbside collection – positioning the company as a constructive partner in solving an environmental challenge.

STRATEGY:

We identified municipalities in key states where we wanted to introduce curbside collection of plastic film for recycling. Our lobbyists worked with public officials to advocate for these programs and to show that they can provide value to the community and environment. Our messaging and campaign overcame opposition from incumbent waste haulers who claim that this type of a program would be difficult and expensive.

RESULTS:

Recycling programs that include the curbside collection of plastic film materials have been introduced in multiple jurisdictions in each of our identified states. By working closely with elected officials throughout the process, we have positioned these outcomes as good politics and good policy. And we have positioned our client as a leader in developing solutions to an ongoing environmental challenge.

2 Securing Local Support for a Processing Facility

CHALLENGE:

Just days before a crucial vote on a tax abatement for a multi-billion dollar plastics processing complex, DCI Group was engaged to support the facility's development. The vote was expected to lose due to an uproar from a group of residents who opposed the complex's siting in their community. Without the tax abatement, the complex would have been delayed indefinitely.

STRATEGY:

We created a coalition of community leaders, business owners, residents, blue-collar workers, and other interested stakeholders who supported the project in the media and on-the-ground efforts. Instead of a large-scale plastics complex triggering local opposition, the media began to portray the complex as one that could provide stability to the working class community. Within days of our involvement, we were able to move a likely loss on the abatement vote to a vote postponement.

RESULTS:

The complex received the tax abatement due to DCI's ability to engage local allies and change the media narrative. Our campaign shifted coverage from a focus on local opposition to the important jobs that would be created for community members.

3 Defeating Industry-Threatening Ordinances

CHALLENGE:

A trade association's membership faced a threat to their industry from local jurisdictions. The association's members provide telephone directories and include those who sell advertising and who print and distribute the directories to communities. The print directories have become an easy target for ordinances that result in the drastic reduction or total elimination of phone directory distribution in cities and localities.

STRATEGY:

After a series of high-profile losses, the trade association partnered with DCI Group to develop a national coalition of small business owners, third-party organizations, and local elected officials to educate municipal decision makers about the benefits of the print directory in their community, as well as to show ways the industry could partner with local recycling committees to meet sustainability goals.

RESULTS:

DCI successfully stopped legislation in multiple localities that would have essentially eliminated directory distribution. In one Midwestern location, the city was considering a mandatory opt-out program. However, we identified the proper relationships on the city council and successfully delayed consideration of the rule. This delay allowed us to open a dialogue with the ordinance's sponsor and move the city council to dropping the proposal.