



CASE STUDY

HOW COMMUNITY SENTIMENT RESEARCH HELPED SOLIDIFY COMMUNITY SUPPORT FOR THE CONSTRUCTION OF A NEW \$10B INDUSTRIAL FACILITY



COMMUNITY SENTIMENT RESEARCH IS VALUABLE AT BOTH THE EVALUATION AND CONSTRUCTION PHASES OF THE SITE SELECTION PROCESS”

OPPORTUNITY

When a company decides to build a new facility, the labor market, infrastructure, and political climate of a location are top considerations. However, an often overlooked consideration is understanding the sentiment of the communities surrounding the project, as well as how to best engage these communities throughout the process. Our client desired to get ahead of this issue.

While approaching the construction phase of their new \$10B facility, a global manufacturer of petrochemical products hired PersonaTel to help them solidify local support for the project. To do so, they wanted to gain a deeper understanding of the communities surrounding the plant, while also establishing a baseline sentiment to measure against as the project progressed.

OUR SOLUTION

To solve our client's challenge, we spoke with and executed a survey to nearly 300 residents in the neighborhoods surrounding the project. Topics included:

- Top local issues
- Opinion on the local environment
- Sentiment associated with the petrochemical industry
- Awareness and sentiment of the construction project
- Perceived benefits and challenges with the project
- Demographics, behavioral, and attitudinal attributes of the respondents

PersonaTel conducted an in depth analysis of the survey and interview results, then crafted a detailed report with findings which included neighborhood specific personas and communication outreach guides.

IMPACT

Armed with neighborhood specific communication guides and personas, our client was able to tailor their communication and community outreach efforts to the unique needs, perceptions, and values within each of the surrounding distinct communities. They were also able to quantify and validate the high level of support the project had amongst the local community.