



Client Goodman – Birtcher

Situation The Client proposed to develop a vacant plot of land in the Carlisle-Dickinson area of Pennsylvania into 2.8 million square feet of warehouse and logistics space.

Significant opposition was being led by a local land use attorney who was rallying local residents, nearby property owners and anti-warehouse activists to speak out against the project. During public meetings, concerns were consistently raised regarding the area becoming too closely associated with warehouses, additional trucks, traffic, air quality and noise.

Goals To garner strong support in both Dickinson and Carlisle to secure the votes of elected officials in favor of the property rezoning.

Strategy Identifying and educating known and likely supporters, gauge their likelihood of publicly endorsing the proposal and organizing them into a group with the ability to publically speak positively about Goodman-Birtcher’s project, thereby influencing local elected officials into supporting the project.

TOOLS WE USED

- ▶ Community engagement and public organizing
- ▶ Door-to-door canvassing
- ▶ Direct mail
- ▶ In-person meetings with local community leaders, key stakeholders, local businesses and local media
- ▶ Social networking and digital organizing



HIGHLIGHTS

Over 300 supportive local citizens from Carlisle Borough and Dickinson Township signed letters or petitions, made phone calls to their elected officials and attended public meetings.

Developed ongoing Community Giving programs sponsored by Goodman-Birtcher, including Toys for Tots and the annual Carlisle Fourth of July fireworks.

Five Corners Strategies developed a list of over 5,400 voters who, based on our experience had a profile most likely to support the project.

OUTCOME

Working with Goodman Birtcher’s team of land use attorneys, engineers, planners and development specialists, Five Corners Strategies was able turn an extremely controversial land use project, with overwhelming opposition, into a success and winning approval zoning approval from the local elected officials.