

BUILDING COMMUNITY TRUST IN DATA CENTER DEVELOPMENT

Strategic communications and community engagement that covers the entire project timeline.

Community Science Communications (CSC) brings a decade of on-the-ground development experience to the data center sector. As part of the Recall Strategies family, we integrate communications with permitting, land acquisition, and public affairs expertise, so your project has unified support from day one.

Local Credibility. Strategic Excellence. Built to Win.

BUILDING TRUST, ONE COMMUNITY AT A TIME.

Data centers are essential to modern infrastructure, but they often face resistance in local communities where their impact is not fully understood. In recent years, local opposition has delayed or even halted projects, mainly due to a lack of clear communication about their benefits and misinformation about their risks. As data centers become increasingly critical to the digital economy, and wildly beneficial to local communities, it's essential to bridge the gap between developer intentions, development realities and community perceptions.

At Community Science Communications, we specialize in making the case for data centers by helping communities understand how these projects can significantly enhance local economies and quality of life. Our tailored outreach efforts ensure that local stakeholders, from government officials to everyday residents, are well-informed, confident, and supportive of your project.

By focusing on localized, community-first strategies, we enable developers to successfully navigate these challenges and build lasting partnerships with the communities they serve. This collaborative approach creates a foundation for support that endures throughout the lifecycle of the project.

BRIDGING THE AWARENESS GAP IN LOCAL COMMUNITIES

Recent data center proposals have faced pushback in communities across North America. We close the information gap by early, transparent education: sharing how your project can boost local economy and infrastructure, while addressing concerns directly.

Key Local Benefits of Data Centers



Tax Revenue Without Burden

Local governments benefit from the increased tax base, leading to greater funding for schools, public services, and community improvements. Unlike other revenue driving development, the limited staffing of data centers provides all the tax money without adding additional strain on public resources so nearly all of the upside benefits are realized by those already in the community.



Infrastructure Upgrades

Data centers bring significant infrastructure improvements, including high-speed broadband, upgraded electrical grids, and enhanced water systems that benefit the entire community.



Support for Local Businesses

The presence of a data center can attract other tech businesses, service providers, and vendors, creating a tech ecosystem that fosters innovation and new business ventures.



Environmental Responsibility

While it sounds contradictory the investments that many data centers put into green energy solutions can actually advance broader sustainability initiatives, reducing carbon footprints and supporting the local community's environmental goals.



Educational Opportunities

Data centers often partner with local schools and universities to offer training, internships, and scholarships for students pursuing careers in tech, engineering, and skilled trades.

ADDRESSING DATA CENTER CONCERNS: STRATEGIC COMMUNICATIONS SOLUTIONS

Data center development often faces predictable opposition themes that emerge across communities nationwide. From water usage anxieties to NIMBY reactions, these concerns follow consistent patterns but require tailored responses based on local context and values. Our agency's experience in infrastructure development communications has taught us that successful project approval depends on proactively addressing these issues with factual information, community-sensitive solutions, and transparent engagement. Below are the five most common opposition points data center development encounters and proven strategies for addressing them.

Opposition Concern

Strategic Communications Approach

Water Usage and Aquifer Impact:

Communities worry about enormous water demands from evaporative cooling systems, with fears of straining municipal supplies or depleting aquifers. Residents cite statistics showing a mid-sized data center can consume as much water daily as 1,000 homes.

Emphasize closed-loop cooling systems, reclaimed water usage, and company-funded water infrastructure upgrades. Provide relatable context ("less than 1% of city capacity") and offer transparency through public monitoring and accountability measures.

Energy Consumption and Grid Strain:

Data centers currently consume 4.4% of U.S. electricity, with projections reaching 10-12% by the late 2020s. Communities fear brownouts, infrastructure costs, and potential electricity rate increases for residents.

Emphasize company-funded dedicated infrastructure and highlight 100% renewable energy commitments. Position data centers as predictable loads that improve grid planning and frame infrastructure investments as community upgrades at corporate expense.

Noise, Visual Impact, and Quality of Life:

Residents fear 24/7 noise from cooling systems, diesel generator testing, and visual blight from large, windowless industrial buildings. The prospect of a massive concrete structure next to residential areas triggers strong NIMBY reactions.

Showcase community-sensitive design through architectural treatments, landscaping buffers, and specific noise mitigation measures. Provide concrete decibel measurements and negotiate appropriate setbacks while establishing clear operational agreements for generator testing schedules.

Limited Local Employment and Corporate Interests:

Perception that data centers provide minimal ongoing jobs (50-100 positions) relative to their massive land use and tax incentives, primarily serving corporate profits rather than community benefit.

Reframe the employment discussion by emphasizing the unique fiscal advantage: data centers generate substantial tax revenue while placing minimal burden on local services. Unlike residential developments, they contribute millions in property taxes without needing additional services, effectively subsidizing services for existing residents.

Infrastructure Strain and Hidden Costs:

Concerns that data centers will overwhelm local infrastructure capacity, potentially leaving residents with water pressure drops, power outages, or hidden costs for infrastructure improvements through municipal bonds or rate increases.

Proactively address infrastructure capacity through independent impact studies and binding developer commitments to fund all necessary upgrades. Demonstrate how improvements benefit the entire community and provide guarantees that residents won't bear infrastructure costs.

Your Trusted Partner from Start to Finish

CSC is the partner of choice for data center projects because of our unique blend of deep development experience and communication expertise. With a proven track record in navigating complex regulatory landscapes and executing successful community engagement strategies, we ensure your project's success from start to finish. Our flat-fee, agile model means no surprise costs and a rapid turnaround, allowing us to respond quickly and efficiently to changing needs.



Decade-Deep Expertise

The CSC team has managed hundreds of projects and built community trust across North America.



Mission-Driven Approach

We prioritize community intelligence and local values in every strategy.



End-to-End Support

As part of Recall Strategies, CSC coordinates directly with land and permitting experts for seamless integration.



Proprietary Tools

We use tech-enabled solutions to monitor sentiment and deliver messages quickly.



All-inclusive Pricing

One retainer covers unlimited services – from content creation to event support.

“With CSC, you gain a community-conscious communications team that has walked in your shoes, from development through delivery”

Let's Get to Work

Our team is ready to partner with you to ensure your data center project's success from the ground up. Whether you're in the early stages of planning or navigating regulatory hurdles, we're here to listen, advise, and collaborate every step of the way.

Reach out today for a complimentary project review and consultation.

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Or Scan the QR Code Below to schedule your free consultation and learn how we can help your project gain the community support it deserves.

