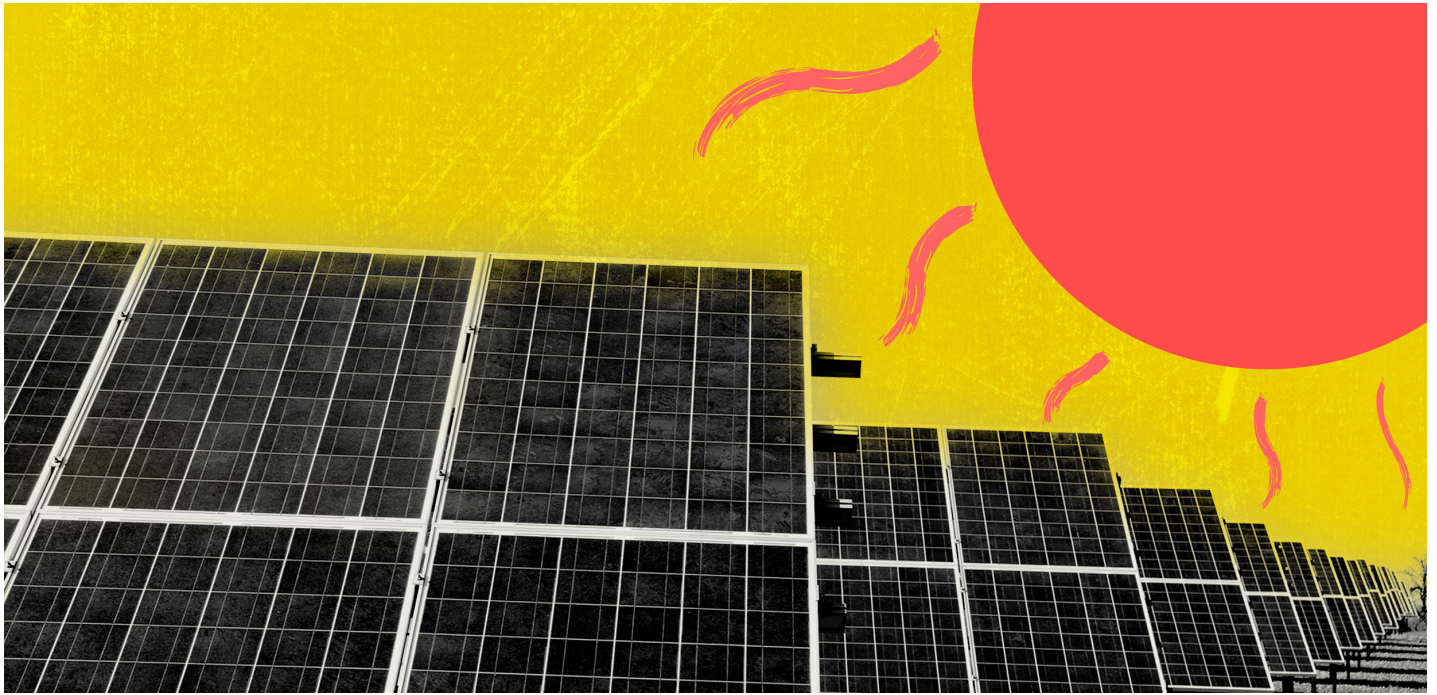


AES needed validation for their outreach strategy in a new county, and **Heatmap Pro delivered.**



The Fortune 500 company, which operates energy projects across 29 states and territories, sought support in early 2025 in regards to their work to develop a solar project in South Carolina. With limited experience in this part of the state, AES couldn't be sure whether residents would welcome the project. That's when the AES's Stakeholder Relations team turned to Heatmap Pro.

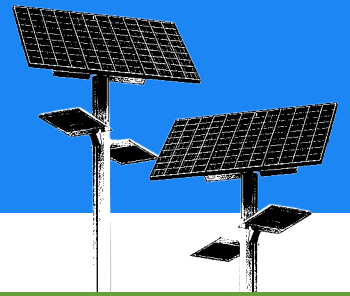
“Heatmap Pro scored a South Carolina county we were developing in with a high opposition score — which, unfortunately for us, was just spot on.”

Tamara Slade,
Senior Manager of Stakeholder Relations, AES

Developed by the team behind Heatmap News' award-winning coverage and analysis of climate change and renewable energy, Heatmap Pro is the complete resource for industry professionals who need to understand public attitudes toward clean energy projects all the way down to the local level. The database contains a full county-by-county catalog of restrictive ordinances against renewable energy development in the United States. Heatmap Pro combines this information with opinion polling, voting patterns, and other relevant data to create a model for the entire country that can reveal whether, and why, a place is at high or low risk for local opposition to renewable energy development.

“It’s a temperature check when you're going into a community. It's nice to have the software where we can go in, plug the information in ourselves, and have a baseline without having to reach out to a consultant for a report that takes weeks to produce.”

**Lara Hamsher,
Senior Director of Stakeholder Relations & Social Impact, AES**



“This is especially helpful on the front end, when we're first going into a community and have no idea what to expect regarding potential salient opposition.”

**Tamara Slade,
Senior Manager of Stakeholder Relations, AES**

Energy pros use Heatmap’s deep insights not only for sentiment forecasting, but to identify and address a community’s unique concerns about a new project. For AES, Heatmap Pro’s trove of information was invaluable as its team met with local representatives to gauge the community’s attitude toward a new development. Pro data told AES that residents in their South Carolina county would be particularly concerned about schools and roads. So, when meeting with residents, AES emphasized how its development wouldn’t impact local highways, especially those that are already in need of infrastructure repair. “The planning director even commented on how prepared we were,” Slade says.



“When we first entered the county, we didn’t know what to expect,” Slade says. “Getting that Pro risk report ahead of time gave us a sense of the area’s likely concerns — aesthetic issues, infrastructure pressure — and that ended up being exactly what came up in our first meeting with a local councilwoman.”

“This particular experience over the last four or five months demonstrated how helpful it is to have that validation: getting the information upfront, meeting with someone who confirms it, and now using that to roll out our community outreach strategy,” Slade says.



“Every community is different, and there's a lot of nuance — there is no one-size-fits-all, broad-strokes opposition. When you're able to easily pull the data you need to prove out a strategy, and go into a community meeting with an awareness of what you're walking into, I think that is very helpful, so we're best prepared to respond to communities.”

**Lara Hamsher,
Senior Director of Stakeholder Relations & Social Impact, AES**