

**BEFORE  
THE OHIO POWER SITING BOARD**

In the Matter of the Application of Oak Run Solar )  
Project, LLC for a Certificate of Environmental )  
Compatibility and Public Need to Construct a ) Case No. 22-549-EL-BGN  
Solar-Powered Electric Generation Facility in )  
Madison County, Ohio. )

In the Matter of the Application of Oak Run Solar )  
Project, LLC for a Certificate of Environmental ) Case No. 22-550-EL-BTX  
Compatibility and Public Need to Construct a )  
Transmission Line in Madison County, Ohio. )

**DIRECT TESTIMONY OF**

**Johnna Guinty  
Vice President, Marketing & Public Relations  
Savion, LLC**

**on behalf of  
Oak Run Solar Project, LLC**

**May 2, 2023**

*/s/ Christine M.T. Pirik*

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*Attorneys for Oak Run Solar Project, LLC*

1   **1.    Please state your name, current title, and business address.**

2       My name is Johnna Guinty. I am Vice President, Marketing & Public Relations, for Savion,  
3       LLC (“Savion”). My business address is 422 Admiral Blvd., Kansas City, Missouri 64106.

5   **2.    Please summarize your educational background and professional experience.**

6       I obtained a Bachelor of Science in Communications Management and Public Relations  
7       and a Master of Science in Integrated Marketing Communications and Journalism. A copy  
8       of my resume is attached to my testimony as Attachment JG-1.

10  **3.    On whose behalf are you offering testimony?**

11       I am testifying on behalf of Oak Run Solar Project, LLC (“Applicant” or “Oak Run”),  
12       which is seeking to develop the proposed Oak Run facility (“Project”) in Madison County,  
13       Ohio.

15  **4.    What is the purpose of your testimony?**

16       The purpose of my testimony is to provide information regarding the public outreach for  
17       the Project and to provide additional context and support regarding Exhibit H, the  
18       Community Engagement Report, that is part of the Application for a Certificate of  
19       Environmental Compatibility and Public Need (“Certificate”), Attachment 1 to the  
20       Response to Second Data Request from the Board’s Staff filed on October 14, 2022 –  
21       Public Officials Contacted (Applicant Ex. 5), and Attachment 1 to the Supplemental  
22       Response to Second Data Request from the Board’s Staff filed on March 20, 2023 –  
23       Updated List of Public Official and Letters of Support (Applicant Ex. 14) filed with the  
24       Ohio Power Siting Board (“Board”) by Oak Run in Case Nos. 22-549-EL-BGN and 22-  
25       550-EL-BTX on September 2, 2022, as supplemented on November 21, 2022, and March  
26       22, 2023, and as further supplemented by responses to data requests that were received  
27       from the Board’s Staff and filed in the docket (“Application”).

29       My testimony, together with the other witnesses testifying for Oak Run in this case,  
30       supports the Board’s approval of Oak Run’s Application for a Certificate to construct the  
31       Project.

1  
2 **5. Please describe the history of your involvement with the Oak Run Project?**

3 I began working with the Oak Run Solar Project Development Team in September 2019,  
4 when we began to explore the opportunity and local sentiment toward utility-scale solar.  
5 Since that date, I have been leading the public outreach campaign for the Oak Run Project.  
6

7 **6. Please explain Savion's approach to community engagement with its projects.**

8 Savion's renewable energy project model to design, build, sell, and operate is built on  
9 identifying and implementing ways to meet host community needs and form lasting  
10 partnerships.  
11

12 Savion's approach to successfully implementing renewable energy projects begins with  
13 cultivating long-term relationships with local communities, connecting early and often  
14 with local leaders, being honest and transparent regarding projects and milestones,  
15 engaging with local businesses and non-profits to build trust and goodwill, and providing  
16 solutions to mitigate impacts to projects' residents and neighbors.  
17

18 **7. Please summarize the community engagement approach Savion undertook for Oak**  
19 **Run.**

20 Prior to development work on the Oak Run Project, the Savion marketing team hired a  
21 third-party consultant to conduct an Ohio Public Sentiment Survey across seven specific  
22 counties throughout Ohio. The intent of the survey was to engage with county residents  
23 and gauge public sentiment toward utility-scale solar developments within those targeted  
24 Ohio counties. One of the counties was Madison County, Ohio. On September 30, 2019, a  
25 Facebook page titled "Local Voices on Solar Energy" was published for public viewing.  
26

27 Over the span of three weeks, nine messaging themes were produced and syndicated for  
28 each of the seven targeted counties resulting in a total of 63 Facebook posts deployed. Each  
29 theme was designed to prompt viewers to engage with the content, pro or con, by  
30 performing simple, measurable responses such as answering a polling question, filling in  
31 the blanks, or 'liking' content if they were to agree with a given statement. The page's

content was promoted to approximately 251,000 Ohioans. Throughout the campaign, nearly 1.12 million impressions were served, resulting in 4,198 responses (across the seven counties).

Specific to Madison County, three specific questions were asked of residents:

- Do you approve of solar energy in your community? Y or N
- Select the reasons why you approve of utility-scale solar energy (select all that apply):
  - It's good for the environment
  - It offers a more affordable choice for energy
  - It's good for the local economy and host community
  - I do not support solar energy
  - Other
- Select all the reasons why you do not approve of utility-scale solar energy (select all that apply):
  - I support solar energy
  - Other
  - It's too expensive
  - It doesn't work
  - Solar panels are ugly

The overall sentiment from a total of 548 responses in Madison County responses reflected:

- Support            421 / 77%
- Oppose            85 / 15%
- Neutral            42 / 8%

**8. Please explain the survey methods used for the survey.**

Certain Facebook topics/posts can draw outside attention organically, however, all content promoted for this Project was specifically targeted only to residents living within certain zip codes. We used all zip codes that are within Madison County to get the survey to appear in their feeds. No other filters were utilized. Responses from outside of the priority regions were minimal to non-existent. Any Facebook user in Madison County,

Ohio who saw the survey ad in their feed had a chance to respond.

Each theme was designed to prompt the viewer to engage by performing a simple, measurable response such as answering a polling question, filling in the blanks, or liking content if they were to agree with a given statement. Individual comments or reactions to the posts were also used to gauge sentiment, and were tallied accordingly. No persuasion tactics of any kind were used to sway response to the posts.

All data and information was aggregated from public profiles and curated based on voluntary responses. No data or information was purchased during this campaign, and no participants were paid for their engagement. See Attachment JG-2.

**9. What additional community outreach efforts has Savion undertaken?**

Starting in May 2021, Savion has conducted continuous outreach efforts in Madison County, Ohio aimed at:

- Educating the community about the Project – and/or local large-scale solar project development;
- Fostering a dialogue about community benefits;
- Building relationships with key stakeholders and organizations; and
- Answering questions/concerns from community members.

**10. Please summarize the public outreach efforts Savion has engaged in since 2021.**

Since May 2021, Savion has been executing a wide-ranging, multi-platform public outreach campaign to ensure that all members of the Madison County community are: 1) aware of the Project's facts and benefits; 2) able to participate in public meetings and events; and 3) aware of how to contact Project representatives with questions and concerns.

Some of the outreach efforts utilized include:

- Direct mail postcards: Invites were sent for public meetings and open houses, as well as general information about Project facts and economic benefits.
- Email newsletters: These were sent periodically to participating supporters with

1 news/events. Oak Run currently has a database of 556 registered supporters who  
2 receive these email notices.

- 3 • Action palm cards: These are distributed at community events, public meetings, and at  
4 the Savion Solar Project Center in Mechanicsburg, Ohio.
- 5 • Fact sheets: These are distributed at community events, public meetings, and at the  
6 Savion Solar Project Center in Mechanicsburg, Ohio.
- 7 • Project promotional items: Branded wearables or items to help generate community  
8 excitement about the Project, encourage questions and conversations. These items are  
9 distributed at community events, meetings, public gatherings, and at the Savion Solar  
10 Project Center in Mechanicsburg, Ohio. To-date, an estimated 300 t-shirts, 180 hats,  
11 and over 2,600 miscellaneous branded items have been distributed.
- 12 • Website: Launched on July 8, 2021, the website provides Project updates, facts,  
13 meetings, events, and contact information. It is promoted via direct mail, Facebook  
14 posts, newspaper print ads, public meetings, and field outreach.
- 15 • Facebook page: Launched on December 16, 2021, the Facebook page provides Project  
16 updates, facts, meetings, events, and contact information. It is promoted via direct mail,  
17 the Project website, newspaper print ads, public meetings, and field outreach. The Oak  
18 Run Project Facebook page currently has:
  - 19 ○ 600 followers
  - 20 ○ 574 likes
  - 21 ○ 93 posts
  - 22 ○ 423 comments
  - 23 ○ 523,064 impressions (an impression is an instance of content from the page or about  
24 the page entering a person's screen)
  - 25 ○ See Attachment JG-3, Facebook details and Code of Conduct
- 26 • Advocacy web page: This page provides supporters a place to submit a letter to the  
27 Board via an open field response; or a templated response; or with an editable pre-  
28 drafted response. It is promoted via direct mail, Facebook posts, newspaper print ads,  
29 public meetings, and field outreach. The total number of letters of support as of today  
30 from this web page is 207, and 36 of these letters are from Madison County residents.  
31

- Media:
  - Radio: A total of 8 different ads have been run more than 330 times.
  - Print: 8 different print ads with the potential to hit about 9,600 households per run.
  - Billboard: 3 different billboards have been displayed in three locations
    - I-70 westbound: 0.5 miles east of Rome-Hilliard Rd. (08/01/2022-08/28/2022)
    - 1009 US-40: 0.2 miles east of State Route 29 (08/24/2022-12/13/2022)
    - 268 US-42: 100 feet south of Keny Blvd. (10/03/2022-12/25/2022)
- From June through December 2022, Savion executed a comprehensive multimedia advertising campaign with the aim of informing and educating the public about the benefits of utility-scale solar energy in general, and about the economic benefits it could provide to Madison County. The campaign encompassed four distinct messages/themes, and were disseminated via the following media: billboards; local newspapers; local radio stations; Facebook; and digital ads. See Attachment JG-4.

**11. Please generally summarize some of the additional public outreach efforts Savion has engaged in since 2021.**

- May 2021: Savion sent a letter from Oak Run Solar Project Development Director, Sarah Moser, to Project landowners to gauge interest in participating in the Project.
- June 8, 2021: Savion held a utility-scale education session with the Center for Energy Education at the Madison County Fairgrounds.
- July 8-9, 2021: Savion sponsored and attended the Madison County Fair, where Savion:
  - Supported the local 4-H by creating and distributing free “4 the Future” / “here comes the sun” tee shirts to fair attendees; and
  - Participated in the Junior Fair Livestock Sale.
- July 8, 2021: The Oak Run Project website was publicly released on July 8, 2021. [www.oakrunsolarproject.com](http://www.oakrunsolarproject.com)
- July 8, 2021: A solar supporter advocacy page was launched on the Oak Run Project website. This landing page allows supporters of the Project to subscribe to an electronic email notification of project updates and events. [Support Oak Run Solar Project!](http://SupportOakRunSolarProject!) [actionnetwork.org](http://actionnetwork.org)
- August 17, 2021: Savion performed a telephone survey where 4,900 south-central Ohio

1 residents were called to gauge their feelings and attitudes toward solar energy. The goal  
2 was to complete a minimum of 1,000 “responses” (at least one question) and random  
3 dials were made until the goal was met.

4 ○ This was a general, three-question ID program that did not identify Savion or the  
5 proposed Oak Run Project.

6 ○ The survey was managed and conducted by a third-party consultant.

7 ○ Telephone numbers were used from the public voter registration records.

8 ○ 1,730 calls were completed.

9 ○ 55.4% were supportive of or undecided about solar energy playing a role in U.S.  
10 energy strategy.

11 ○ 51.8% were supportive of or undecided about on tax revenues being used to fund  
12 county/township services.

13 ○ 58.9% were supportive of or undecided about solar development in Madison  
14 County.

- 15 • December 9, 2021: first public gathering and official launch of Oak Run Solar Project;  
16 holiday party and open house event.

17 ○ Monroe Elementary School, Plumwood, Ohio 5:30 – 7:30 PM

18 ○ Over 1,900 mailed event invites (one mile radius project neighbors and 5 mile  
19 parcel owners)

20 ○ Launched “Solar Warrior” campaign – a group for solar supporters

21 ■ 145 supporters have signed up to-date

22 ○ Presented solar project informational marketing materials and project swag

23 ○ Coat drive with Madison County H.E.L.P House

24 ○ Personal invitation emailed to Lindsey (Gordon) Mills, reporter from 10TV  
25 Columbus

26 ○ Personal invitation emailed to Mark Williams, reporter from *The Columbus*  
27 *Dispatch*

28 ○ Door hanger invitation notice left for project neighbors

29 ○ Advertised in the *Madison Messenger* on December 5, 2021

30 ○ Media advisory was released on 11/29/2021 and a press release was released on  
31 12/9/2021



- 1 • December 16, 2021: official public release of the Oak Run Solar Project Facebook  
2 page.
  - 3 ○ [www.facebook.com/oakrunsolarproject](https://www.facebook.com/oakrunsolarproject)
- 4 • April 14, 2022: official opening of the Savion Solar Project Center in Mechanicsburg,  
5 Ohio
  - 6 ○ The Savion Solar Project Center is a community connection hub aimed at bringing  
7 people together through solar energy education and providing information about  
8 Savion's solar energy projects in central Ohio – including the Oak Run Project.
  - 9 ○ The Champaign County Chamber of Commerce held a ribbon cutting for the center  
10 located at 15 S. Main Street Mechanicsburg, OH.
  - 11 ○ Hours for the Solar Project Center are Monday – Thursday 10:00 AM – 5:00 PM
  - 12 ○ [www.solarprojectcenter.com](https://www.solarprojectcenter.com)
  - 13 ○ Mass email blast with the invitation was sent to over 30,000 Madison County email  
14 addresses through *The Columbus Dispatch* on April 1, 2022
  - 15 ○ Facebook and website event posts
  - 16 ○ Radio advertisement spots ran on WTVN-AM from April 4 through April 13, 2022
  - 17 ○ Advertised in the *Madison Messenger* on April 10, 2022
  - 18 ○ Media advisory was released on 4/7/2022 and a press release was released on  
19 4/15/2022
- 20 • April 9, 2022: Savion staff sponsored and attended Friends of Madison County Parks  
21 & Trail Annual Pancake Breakfast and Fundraiser
- 22 • May 13, 2022: Savion staff sponsored and attended Mechanicsburg High School career  
23 fair
- 24 • June 22, 2022: Oak Run Project public information meeting
  - 25 ○ Monroe Elementary School, London, Ohio 4:30 – 7:00 PM
  - 26 ○ Direct mail invitations to project neighbors, stakeholders, and newspaper notices
  - 27 ○ Facebook and website event posts
  - 28 ○ Radio advertisement spots ran on WTVN-AM from June 14 through June 20, 2022
  - 29 ○ Legal notice posted in the *Madison Messenger* on June 12, 2022
  - 30 ○ Personal invitation emailed to Lindsey (Gordon) Mills, reporter from 10TV  
31 Columbus

- 1       • June 23-25, 2022: Savion staff sponsored and attended the London Strawberry Festival
- 2       • July 9-16, 2022: Madison County Fair
- 3           ○ Savion participated in the Junior Fair Livestock Sale
- 4       • August 2, 2022: Oak Run Solar Project public information meeting
- 5           ○ Monroe Elementary School, London, Ohio 4:30 – 7:00 PM
- 6           ○ Direct mail invitations to project neighbors and stakeholders
- 7           ○ Email notice of event to supporters
- 8           ○ Facebook and website event posts
- 9           ○ Legal notice posted in the *Madison Messenger* on July 24, 2022
- 10          ○ Personal invitation emailed to Lindsey (Gordon) Mills, reporter from 10TV
- 11          Columbus
- 12       • September 20-22, 2022: Farm Science Review (“FSR”)
- 13           ○ Savion staff sponsored and attended the FSR
- 14           ○ Information was distributed about all Savion Ohio solar projects under
- 15           development – including the Oak Run Project
- 16           ○ Facebook event posts
- 17           ○ This event generated over 100 Solar Warrior cards (supporters) and 50 people
- 18           signed a letter of support
- 19       • October 20, 2022: 53<sup>rd</sup> Annual Bonanza - Madison County Chamber of Commerce
- 20           ○ Savion staff sponsored and attended this Madison County Chamber of Commerce
- 21           event
- 22       • November 2, 2022: Solar Symposium (See Attachment JG-5)
- 23           ○ London Elementary School Cafeteria, London, Ohio 5:30 PM – 8:00 PM
- 24           ○ Managed by a third-party professional moderator
- 25           ○ Expert seven-person panel presentation on topics including Board process, project
- 26           economics, and property values
- 27           ○ Open public question and answer session
- 28           ○ Recoded by a professional third-party video company to post the presentation on
- 29           the Oak Run Solar Project website
- 30           ○ Approximately 250 invitations mailed, emailed, or delivered to landowners,
- 31           neighbors, supporters, stakeholders, township, county and state officials

- Project Facebook and website event notices
- Advertised in the *Madison Messenger* on October 24, 2022
- Personal invitation emailed to Lindsey (Gordon) Mills, reporter from 10TV Columbus
- Savion invested over \$15,000 on this event
- November 15, 2022: Business Leader's Workshop - Tolles Career and Technical Center
  - Savion Outreach Specialist presented information about the Savion Solar Project Center
  - Overview of current Ohio solar projects – including the Oak Run Project
- December 16, 2022: a holiday postcard with season's greeting was sent to 124 local supporters
- February 24, 2023: a postcard was mailed with education content regarding the Project's annual tax revenue allocations of the \$7.2 million that will go to the local community, which is an overall benefit to the local community of \$216 million over the 30-year life of the Project.
  - Mailer was distributed to over 6,200 Madison County residents
  - The content was posted to the Project website and posts made on Facebook
  - Text messages to general community members
- March 30, 2023: the Oak Run Project sponsored and attended the Madison County Chamber of Commerce Annual meeting
- January 1 – April 10, 2023: coordinated a ground and digital supporter outreach initiative to educate the community on the benefits of the Project and general solar energy positive impacts.
  - Managed a team to canvass neighborhoods to meet and answer questions
  - Mailer with educational content and an opportunity to support the Project
  - Palm card with educational content and opportunity to support Project
  - Door hanger with educational content (to leave behind with residents)
  - Text messages to known supporters
  - Email messages to known supporters
  - Phone calls to known supporters

12. **Please summarize the direct public outreach that Savion engaged in for the Project.**

Direct contact via email, text, Facebook direct message, and telephone has been made with thousands of people in the community in order to answer questions, identify supporters, create event awareness, and build relationships. This includes outreach to:

- Landowners and Project abutters
- Those identified through voter registration records.
- Those who attended public information meetings, open houses, sponsorship events, community activities, and the Savion Solar Project Center in Mechanicsburg, Ohio.
- Those who made contact at a community event.
- Those who commented positively on the Project's Facebook page, or sent direct messages through Facebook.
- Those who made contact via the Project website. The team tracked the list of supporters and those self-identified as "interested" in Project news and ensured they were made aware of all Project events. In addition, the team posted public notices on Facebook, the Project website, in local newspapers, on the local radio, etc. to ensure the entire community (including supporters, opposers, and those undecided) remained updated on Project events.

Direct outreach totals through the above channels are:

- Total people reached via text messages sent = 5,165
- Total people reached via email messages sent = 280
- Total people reach via email blast messages sent from *The Columbus Dispatch* = ~30,000
- Total Facebook direct messages received = 95

Direct outreach through Madison County resident neighborhood canvassing involved:

- An estimated 2,100 Madison County doors were knocked to discuss the Project and benefits; in the following neighborhoods: Galloway, Plain City, London, and West Jefferson.
- The following dates were recorded when representatives were on the ground in Madison County connecting with locals one-on-one:
  - January 16-21, 2023

- February 6-10, 2023
- February 16-27, 2023
- March 1-3, 2023
- March 8-11, 2023
- March 19-26, 2023
- April 5-8, 2023
- April 10-11, 2023
- Direct Outreach also involved Oak Run representatives meetings with the following:
  - Soil and Water Conservation Board
  - Jon Alder Schools Superintendent
  - West Jefferson Superintendent
  - West Jefferson Schools Treasurer
  - London Schools Superintendent
  - London Schools Treasurer
  - London Schools Parent Teacher Organization
  - London Schools Chairman
  - Madison County Treasurer

**13. Please summarize some of the public gatherings relating to the Oak Run Project.**

The public gatherings for the Project included:

- December 9, 2021: The first Project public gathering, Project launch and open house at Monroe Elementary School in London – more than 80 attendees.
- April 14, 2022: opening of the Savion Solar Project Center in Mechanicsburg, Ohio – more than 25 attendees.
- June 22, 2022: Public Information Meeting at Monroe Elementary School.
- August 2, 2022: Public Information Meeting at Monroe Elementary School.
- November 2, 2022: Solar Symposium at London Elementary School – more than 30 attendees.

**14. Please summarize some of Oak Run's community partnerships and engagements.**

Oak Run has partnered and/or engaged a diverse representation of economic,

1 environmental, educational, farming, workforce, and community-based organizations in  
2 order to build support, consensus, and understanding of the benefits the Project can bring  
3 to Madison County. In addition to initial outreach or conversations with all of the millage  
4 recipients that will receive tax revenue from the Project, Project representatives have  
5 reached out to the following local organizations and institutions:

- 6 1. Madison County Commissioners and Administrator
- 7 2. Madison County Engineer
- 8 3. Somerford Township Trustees
- 9 4. Deer Creek Township Trustees
- 10 5. Monroe Township Trustees
- 11 6. Madison County 4-H – The Ohio State University Extension
- 12 7. The Ohio State University
- 13 8. Madison County Soil and Water Conservation District
- 14 9. Jonathan Alder School District
- 15 10. London City School District
- 16 11. West Jefferson School District
- 17 12. Darby Creek Association
- 18 13. Pheasants Forever - Darby Plains Chapter
- 19 14. Columbus Metro Parks
- 20 15. Madison County Chamber of Commerce
- 21 16. Champaign County Chamber of Commerce
- 22 17. Ohio Chamber of Commerce
- 23 18. Madison County Department of Developmental Disabilities
- 24 19. United Brotherhood of Carpenters & Joiners of America
- 25 20. Madison County Emergency Management Services
- 26 21. Madison County Senior Citizen Center
- 27 22. Madison County Veteran Service Center
- 28 23. Mental Services for Clark and Madison Counties, Inc.
- 29 24. 911 Emergency Response
- 30 25. Madison County EMD
- 31 26. Madison County Law Library

- 1 27. London Public Library
- 2 28. Plain City Public Library
- 3 29. Hurt-Battelle Memorial Library
- 4 30. BPO Elks Lodge #51
- 5 31. Fraternal Order of Eagles
- 6 32. Veterans of Foreign Wars
- 7 33. Madison County Treasurer's Office
- 8 34. Madison County Sheriff's Office
- 9 35. Madison County Auditor
- 10 36. Green Party - Madison County branch
- 11 37. Citizens' Climate Lobby - Springfield, Columbus and OSU chapters
- 12

13 **15. Please summarize some of the Oak Run events, sponsorships, and other community**  
14 **initiatives.**

15 The Oak Run Project team has participated in numerous community events, sponsorships,  
16 partnerships, and other initiatives in order to foster goodwill in the community, support  
17 local non-profit organizations, and disseminate Project information to the public:

- 18 • H.E.L.P. House partnership at first public meeting: December 9, 2021
- 19 • Opening of the Savion Solar Project Center office in Mechanicsburg, Ohio: April 14,  
20 2022
- 21 • Rooftop solar program: ongoing program
- 22 • Friends of Madison County Parks & Trails: April 9, 2022 and February 11, 2023
- 23 • Mechanicsburg High School spring career fair: May 13, 2022
- 24 • London Strawberry Festival: June 23-25, 2022
- 25 • Madison County Fair: July 8-9, 2022
- 26 • Mechanicsburg Summer Celebration: July 9-16, 2022
- 27 • Farm Science Review: September 20-22, 2022
- 28 • Business Leader's Workshop - Tolles Career and Technical Center: November 15,  
29 2022
- 30 • Madison County 4-H/The Ohio State University Extension
- 31 ○ Savion (Madison Fields Solar Project) made a donation to 4-H/Camp Clifton on

June 17, 2020

- Madison County Chamber of Commerce Annual Meeting: March 30, 2023
- Madison County Chamber of Commerce Annual Bonanza: October 20, 2022
- Solar Education Workshop for Business Leaders: November 15, 2022

**16. Please summarize the written public comments submitted to the docket in this proceeding?**

Below is a summary of the submission made to the Board's docketing system in the Oak Run Solar Project docket between May 2021 to present day:

Comment Type	Supportive	Opposed	Neutral
Total Comments that were not Anonymous	337	122	
Total Comments including comments that were Anonymous	347	237	3
Anonymous	10	115	0
Madison County Resident/Business	65	45	1
Adjacent County Resident/Business	80	1	2
Ohio Resident/Business (Non-Adjacent County/Only Ohio Identified)	107	0	0
Out of State/Location Not Provided	78	68	0
Elected/Public Officials	7	8	0

Supporters who submitted comments include, but are not limited to, Jefferson Local Schools Treasurer; London Schools Superintendent; Representative Bill Seitz; Representative Jim Hoops; Steve Stivers, President and CEO of the Ohio Chamber of Commerce; Madison County Board of Developmental Disabilities; and Madison County Commissioner Mark Forest.

**17. Does this conclude your testimony?**

Yes. However, I reserve the right to update my testimony to respond to any further testimony, reports, and/or evidence submitted in this case.



**CERTIFICATE OF SERVICE**

The Ohio Power Siting Board's e-filing system will electronically serve notice of the filing of this document on the parties referenced in the service list of the docket card who have electronically subscribed to these cases. In addition, the undersigned certifies that a copy of the foregoing document is also being served upon the persons below this 2<sup>nd</sup> day of May, 2023.

/s/ Christine M.T. Pirik

Christine M.T. Pirik (0029759)

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Administrative Law Judge:

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[isabel.marcelletti@puco.ohio.gov](mailto:isabel.marcelletti@puco.ohio.gov)

Oak Run Solar Project, LLC  
Case No. 22-549-EL-BGN  
Case No. 22-550-EL-BTX

## **Attachment JG-1**

### **Johnna Guinty Resume**

# Johnna Guinty

## Vice President of Marketing and Public Relations

### Contact

Kansas City  
913.216.5254  
[johnnaguindy@gmail.com](mailto:johnnaguindy@gmail.com)  
[Johnna Guinty | LinkedIn](#)

### Education

**University of Kansas**  
(Aug 2002 – Dec 2005)  
Master of Science: Integrated  
Marketing Communications  
and Journalism

**Missouri State University**  
(Aug 1989 – Dec 1993)  
Bachelor of Science:  
Communications Management  
and Public Relations

### Profile

Positive, strategic, well-rounded communications professional with more than 27 years of experience in marketing, public relations, training, account management, client services, and management. An accomplished leader in B2B, B2C, global corporations, and start-up entrepreneurial organizations. Successful in traditional marketing and creative, customer-centric positions like field and online technology training, product launching, account services, and client support. Strong business acumen, intuition, attention to detail, and problem resolution.

### Experience

**Savion** (a Shell Group portfolio company) (Kansas City, MO)  
Utility-scale solar and energy storage developer

VP of Marketing and Public Relations • Mar 2019 – Present

*Responsibilities:* integral part of the new company launch - Savion was a spin-off from Tradewind Energy, so the title was upgraded to reflect more public relations work that was added to the job. However, the overall role is the same for Savion as the Tradewind Energy position. Savion was acquired in 2021 by Shell and operates on a stand-alone basis.

**Tradewind Energy** (Lenexa, KS)  
Utility-scale wind, solar, and energy storage developer

VP of Marketing • Aug 2017 – Mar 2019

*Responsibilities:* managed all internal and external communications, public relations, media management, branding, marketing material design, website design management, project-based community outreach campaigns, press release draft and distribution, copywriting, social media management, conference and trade show coordination, sponsorships, consultant hiring and management, budgets, presentations, and department leadership.

**Alere eScreen** (Overland Park, KS)  
Workplace drug and employee health screening technology

Sr Director of Clinic Solutions • Jan 2014 – Jul 2017  
Sr Director of Marketing and Communications • Mar 2001 – Jan 2014  
Director of Implementation • Jan 2000 – Mar 2001  
Implementation Coordinator • Jan 1999 – Jan 2000

*Responsibilities:* managed three departments in the ~18-year employment with eScreen: marketing, implementation (training team), and clinic solutions. Duties included designing training materials, interviewing, onboarding, training, hiring, performance management, integrated marketing plans, content writing, internal and external website management, product launches, email campaigns, technical bulletins, sales, and lead-generation campaign strategies and execution, supported over 5,000 occupational health clinics that served accounts including Walmart, FedEx, Target, U.S. Postal Service, designed marketing materials for various audiences, branding, tradeshow representation, accountable for a sales support team contributing to \$200M in yearly revenue, budgeting, strategic leadership, and served as part of the management team that prepared the company for a \$270M sale to Alere in 2012.

## **Stuart Hall (Newell Company) (Kansas City, MO)**

Stationery, paper, and school supplies

Marketing Coordinator – School Products • Dec 1997 – Dec 1998

*Responsibilities:* school product line project management for clients including Warner Bros., MTV, X Games, Coca-Cola, and Walmart. Assisted in the design of new products and prototypes, maintained sample books, and product showcase studio. Managed client communications and contest coordination.

## **Hunter Douglas Window Fashions (Broomfield, CO)**

Luxury window coverings

Marketing Coordinator – Honeycomb Business Unit • Mar 1997 – Oct 1997

Window Fashions Consultant • Mar 1995 – Mar 1997

*Responsibilities:* created and distributed national fabrication functional specifications, guidelines, and updated manufacturing notifications. Assisted in the development and design of window fashion sample books, product catalogs, and national advertising. Represented the product line at R&D meetings, provided technical support for a nationwide network of HD designers, customer service, database consultation, account troubleshooting for HD products, corporate liaison, and case manager for U.S. fabrication sites, dealers, and distribution centers.

## **Sprint (Denver, CO)**

Commercial long-distance carrier

Business Sales Representative • Sep 1994 – Mar 1995

*Responsibilities:* developed and executed corporate contracts, maintained client accounts and presented proposals for prospective customers, provided industry information, educated business consumers on communication products, and created product comparisons for conversions of new prospects.

## **Key Skills**

Integrated marketing, internal/external communications, branding, media management, public relations, content writing, training, client management, community engagement strategy, building teams, process solutions, design direction

## **Leadership**

History of leadership roles building teams and developing processes to serve internal and external customers. Management experience with direct reports as small as three and as large as 25 individuals (remote and in-office).

Passionate about mentoring, interviewing, nurturing, and overcoming challenges through thoughtful team solutions. Experienced in creating new teams or joining existing departments looking for fresh perspectives and ideas. Leadership style is empathetic, self-aware, “by example”, and belief in challenge and reward. Getting hands dirty is the best way to succeed.

## **Honors and Activities**

Community Engagement & External Communications Subcommittee  
American Clean Power Association • 2020 – Present

Communications Committee  
American Wind Energy Association (AWEA) • 2018 – 2019

Kansas City Direct Marketing Association Foundation (KCMDA)  
Scholarship recipient • Fall 2003

Callahan Creek Scholarship for Integrated Marketing Communications  
Scholarship recipient • Spring 2003

Kansas City Zoo “Jazzoo” Public Relations Committee  
Volunteer PR work for the 2012 event • June 2012

Oak Run Solar Project, LLC  
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## **Attachment JG–2**

### **Solar Survey 2019**

# Solar Energy Survey

Created on October 02, 2019 by Kelly O'Neil



**130**

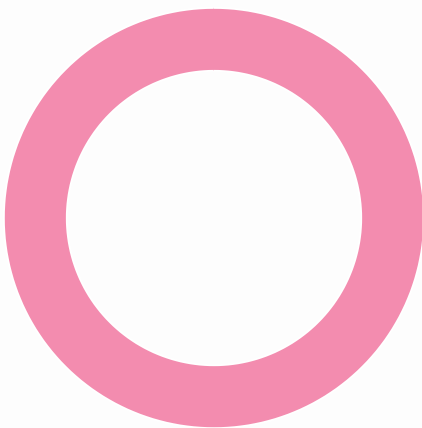
Viewed the poll form

**48%**

**63**

Completed the form

## Participants origins



Share URL  
100.0%



**00 : 39**

Average time (min:sec) to complete



**87%**

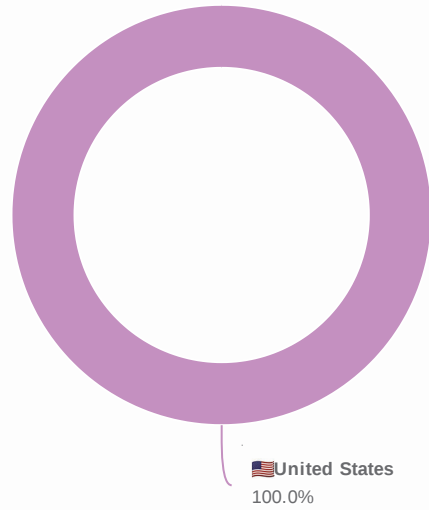
Answered from a phone or tablet



**8%**

Posted the poll on their Timeline

🌐 Participants countries

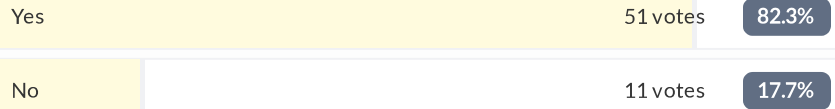


# Solar Energy Survey

Created on October 03, 2019 by Kelly O'Neil

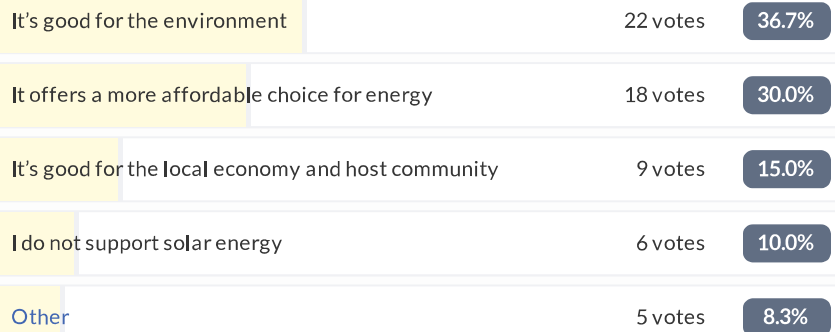
Do you approve of solar energy in your community?

62 answers



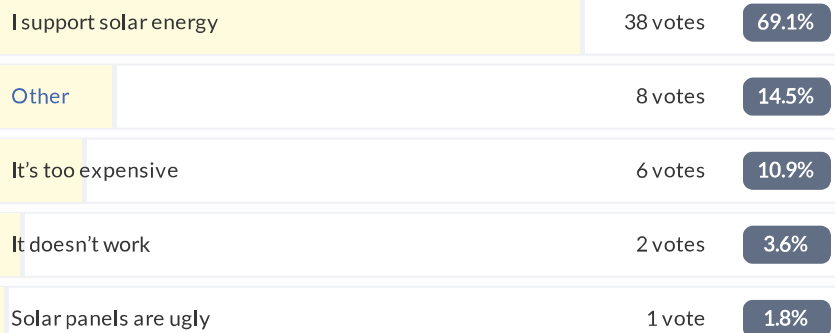
Select the reasons why you approve of utility scale solar energy:  
(Select all that apply)

60 answers



Select all the reasons why you do not approve of utility scale solar energy:  
(Select all that apply)

55 answers





## **Attachment JG–3**

### **Facebook Details and Code of Conduct**

## Facebook Page - Overview



Since it was launched in December 2021, the Oak Run Solar Project Facebook page has been a primary source for the dissemination of information about and discussion of the project's benefits. Over its lifetime the page has garnered:

- 574 likes
- 93 posts
- 423 comments
- 523,064 impressions \*

\* An impression is an instance of content from the page or about the page entering a person's screen

## Facebook Page - Top Posts and Responses

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A large volume of questions is received in the comments section of Facebook posts, with 17 frequently recurring themes.

Savion has created boilerplate answers to these questions, which are modified or edited to fit the nuances of each instance.

Six of the most commonly asked questions and answers can be seen on this slide and the next.

### **Why develop solar on productive farmland?**

The sun is serving to be a stable cash crop for many farmers across the Midwest. Landowners have the right to choose to do what is best for their land. Many farmers who host a solar project have not made the choice to give up farming completely, but rather have chosen to take some acreage out of agricultural production for renewable energy generation. For some landowners, this can be a hedge against shifting commodity prices that can sustain the rest of their agricultural production. In addition, only a portion of farmland is suitable for solar energy generation. Supplying the entire U.S. with 100% PV solar energy would require about 0.6% of America's total land area. When a project is decommissioned, the land is returned to its original state, and farmers have the opportunity to go back to farming the land if they choose. Farmers feed the world, and now they are providing us with power.

### **What about food shortages?**

Only a portion of farmland is suitable for solar. According to a study from the National Renewable Energy Laboratory, supplying all of the United States' electricity needs with photovoltaic solar energy would require roughly 0.6% of America's total land area. Having enough food is not a concern--in fact, every year the government asks farmers to remove certain areas of land from agricultural production and plant species that will improve environmental health and quality (CRP). This is in exchange for a yearly rental payment, similar to leasing land for solar energy production.

Learn more here: <https://www.fsa.usda.gov/programs-and-services/conservation-programs/conservation-reserve-program/>

### **Why not develop solar on rooftops instead?**

Rooftop solar can be a great option, but it is still considerably more costly than centralized utility solar and not able to provide the footprint needed to generate the amount of energy the world demands. That said, only a portion of farmland is suitable for solar which is not a permanent form of development. The land may be returned to agricultural use at the end of project life.

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## Facebook Page - Top Posts and Responses (continued)

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### **Why not develop solar on brownfields instead?**

Developing solar on brownfield and reclaimed land is important work that is currently part of the evaluation process when new project locations are considered. However, not all ground is suitable for a utility-scale solar project. Not only does the land need to be adjacent to existing high voltage transmission lines or substations, the lines/subs need to have available capacity and the surrounding land must be owned by a landowner interested in participating. Only a fraction of farmland meets all the criteria necessary to allow for the consideration of solar. Unlike other forms of development, a solar energy facility is only temporary. There is no pavement, so when the solar farm is decommissioned, the land can be returned to its original condition.

### **Where will the power go?**

Power from Oak Run Solar Project will serve the PJM power grid, a regional transmission organization (RTO) that coordinates the movement of wholesale electricity in 13 U.S states, including Ohio. Here is more information on PJM & RTOs if you're interested. <https://pjm.com/about-pjm/who-we-are.aspx> Like all power that enters the grid, the electricity from Oak Run will flow to the demand.

### **How does Madison County benefit?**

Due to the scale of Oak Run Solar Project, there are extensive economic benefits expected for the host townships, school districts, and for Madison County. The total new tax revenue for the host townships, school districts, and Madison County is estimated at \$7.2 million per year and \$252 million over the expected 35-year operating life of the project. There are also tens of millions of dollars in new local earnings expected during construction and millions of dollars in new local long-term earnings in Madison County. There are several hundred new Madison County construction jobs expected to be created during the 4 to 8 year construction phase and dozens of new long-term jobs in Madison County during the project's operating phase.

## Facebook Page - Code of Conduct

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25 people have been banned from the page in total due to repeated Code of Conduct violations. 21 of those banned were among the 556 known opposers to the project, which represents only 4% of all identified opponents.

Four additional users have been banned, but these were either spam accounts, or users who do not oppose the project but still violated the Code of Conduct repeatedly.

Additionally, numerous comments that violated the code of conduct were hidden from public view, but the commenters themselves were not necessarily banned.



### Additional information

We created this page to communicate with and educate Madison County residents on the benefits of solar energy.

#### Facebook Code of Conduct:

To ensure a safe, welcoming environment on our page, comments, photos, and other content considered unproductive to the purpose of this page may be removed. This includes but is not limited to:

- Profane, offensive, or violent language
- Bullying, name calling, or aggressive behavior
- Fraudulent, deceptive, or misleading information

After three violations, users will be removed from the page.

If you have questions regarding this policy, please send us a direct message.

Oak Run Solar Project, LLC  
Case No. 22-549-EL-BGN  
Case No. 22-550-EL-BTX

## **Attachment JG–4**

### **Multimedia Details**

## Multimedia Advertising Campaign Highlights - Billboards



Oak Run ran ads on three billboards in and around Madison County from August 1 through December 25, 2022.

- I-70 westbound, 0.5 miles east of Rome-Hillard Rd (08/01/22-08/28/22)
- 1009 US-40, 0.2 miles east of SR29 (08/24/22-12/13/22)
- 268 US-42, 100 feet south of Keny Blvd (10/03/22-12/25/22)



Four different messages rotated in and out:

- Solar for Everyone
- Solar for Farmers
- Solar for the Future
- Solar for Energy Independence



## Multimedia Advertising Campaign Highlights - Radio Ads

*Did you know that Oak Run Solar Project serves up tangible benefits for everyone in Madison County? The facility will generate up to five hundred million dollars in tax revenue over its thirty-year lifespan – a financial windfall that will help improve the schools our children attend, the roads we drive on, and the emergency services we rely on. Those are benefits that positively impact the local community! Oak Run Solar project – it's solar for everyone! Learn more at [oak run solar project dot com](http://oakrun.solarproject.com).*

*Did you know that solar energy will help power a brighter future for generations of residents of Madison County? Over its thirty-year lifespan, Oak Run Solar Project will provide hundreds of skilled jobs during construction and many long-term positions during operations, all while generating millions in tax revenue to help improve schools, libraries, roads, and more! Local jobs and opportunity with better schools and a cleaner environment – it's solar for the future of Madison County! Learn more at [oak run solar project dot com](http://oakrun.solarproject.com).*

*A new cash crop is coming to Madison County – the sun! Oak Run Solar Project will provide clean renewable energy that the market demands, and help maintain our county's beloved agricultural heritage. Solar payments allow farmers to diversify their revenue streams, and provide long-term financial stability to enable them to pass their farms to the next generation. The project's low-impact and environmentally safe design will preserve the land for agricultural use after decommissioning. Harvesting solar energy ensures a brighter future for farmers! Learn more at [oak run solar project dot com](http://oakrun.solarproject.com).*

*Americans value freedom and independence, and Oak Run Solar Project is helping to provide that for Madison County. By generating clean, affordable, home-grown energy, Oak Run Solar Project will help free us from reliance on foreign fossil fuels, and will support the resiliency of our local electric grid. Oak Run Solar Project – empowering energy independence and strengthening our power sources! Learn more at [oak run solar project dot com](http://oakrun.solarproject.com).*

Four radio ads were run a total of 210 times on two local FM radio stations, Sunny 95 and Mix 107.9, to promote the four key messages.

- Week of 9/26/22 - “Solar for everyone”
- Weeks of 10/3/22 and 10/17/22 - “Solar for the future”
- Weeks of 11/7/22 and 11/14/22 - “Solar for farmers”
- Weeks of 12/5/22 and 12/12/22 - “Solar for energy independence”

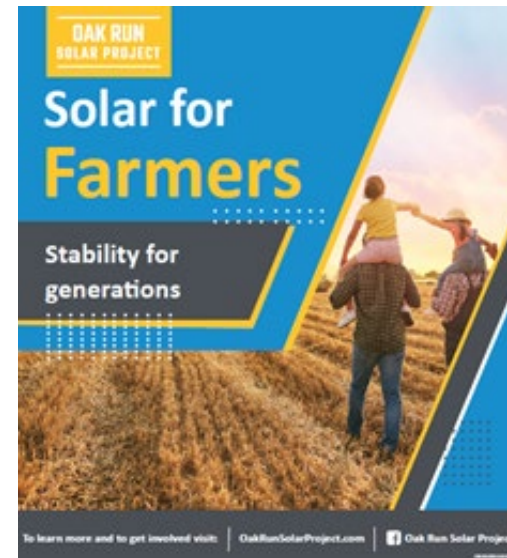




## Multimedia Advertising Campaign Highlights - Print Ads

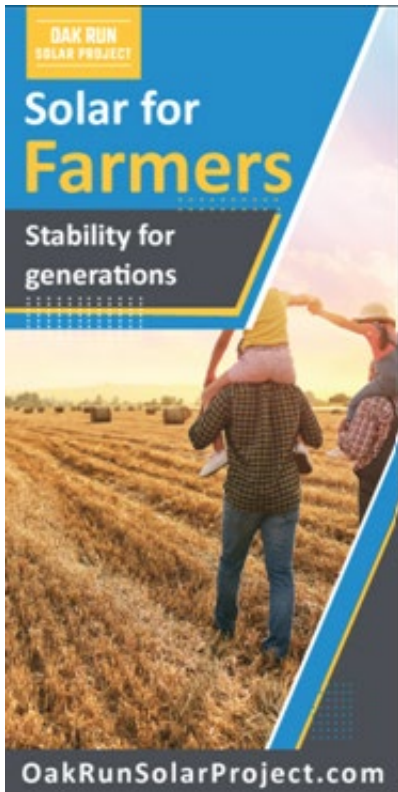
Four full-page print ads to promote the four key messages were run in the Madison Messenger on the following dates:

- September 4, 2022
- October 2, 2022
- November 6, 2022
- December 4, 2022



## Multimedia Advertising Campaign Highlights - Digital Ads

Between September 16 and December 1, 2022, four digital ads of various sizes were served up to IP addresses of thousands of people living in Madison County zip codes. This campaign garnered 359,641 impressions and 159 click-throughs to the project website.”





## Multimedia Advertising Campaign Highlights - Facebook Ads

The “Solar for Everyone” pillar of the campaign was promoted on Facebook in various ads, including one that tied the theme in with Oak Run’s presence at the Farm Science Review tradeshow.



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Case No. 22-550-EL-BTX

## **Attachment JG–5**

**Solar Symposium  
November 2, 2022**

## **Solar Symposium**

Wednesday, November 2, 2022

5:30 PM - 8:30 PM

London Elementary School Cafeteria

London, Ohio

### **Event Summary**

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The Solar Symposium provided answers to questions posed by Madison County citizens regarding the broad efficacy and impact of utility-scale solar energy projects, specifically Oak Run Solar Project.

Savion organized the event at the bequest of the Madison County Commissioners, who asked for a public forum with subject matter experts in response to questions posed by a group of project opponents in attendance at a county meeting. The publicized event consisted of a panel of experts who each shared brief presentations, which included the OPSB process, project economics, and property values. Following the expert presentations, an audience Q&A session was facilitated by a third-party professional moderator.

### **The panel included the following subject matter experts:**

- Steve Stivers, CEO of Ohio Chamber of Chamber
  - Area of Expertise: Community/Ohio Economic Impact
- Matt Butler, OPSB
  - Area of Expertise: OPSB Process, Purpose, Timeline, Compliance
- Rich Kirkland, Kirkland Appraisals
  - Area of Expertise: Property Values
- Nick Schiegner, Madison Fields Solar Project Construction Superintendant
  - Area of Expertise: Solar Project Construction
- Melanie Hawk, Ohio Resident, Landowner for Unrelated Solar Project
  - Area of Expertise: Living Next to a Site – How It Looks, How Construction Went
- Travis Narum, Savion Head of Development
  - Area of Expertise: Savion History, Company Philosophy, Standards
- Sarah Moser, Savion Development and Agrivoltaics
  - Area of Expertise: Oak Run Solar Project Overview, Decommissioning, and Farming Operations
- Sean Flannery, Savion Permitting and Environmental
  - Area of Expertise: Solar Project Technical Questions, including Setbacks/Buffers, Avian and Wildlife Studies, Toxicity, Pollution, Noise

### **Event Publicity:**

Publicity for the event included

- Almost 250 invitations mailed, emailed, or delivered to landowners, neighbors, supporters, stakeholders, township, county and state officials,
- Virtual invitations shared on Oak Run's Facebook page and website
- Advertised in the *Madison Messenger* on October 30, 2022
- Personal invitation to Lindsey (Gordon) Mills, reporter from 10TV Columbus

## Invitation:

Join us to discuss utility-scale solar energy in Madison County at a

# Solar Symposium

Presented by Savion

## Wednesday, Nov. 2, 2022

**Doors open - 5:30 PM**

**Expert presentations - 6:00 PM**

**Q&A - 7:00 PM to 8:00 PM** .....

The Solar Symposium's expert panel will discuss topics including OPSB process, property values, economics, and more!

**London Elementary School Cafeteria**

370 Elm Street

London, Ohio 43140

**OAK RUN**  
**SOLAR PROJECT**

**This foregoing document was electronically filed with the Public Utilities  
Commission of Ohio Docketing Information System on**

**5/2/2023 2:03:45 PM**

**in**

**Case No(s). 22-0549-EL-BGN, 22-0550-EL-BTX**

Summary: Testimony - Direct Testimony of Johnna Guinty electronically filed by  
Christine M.T. Pirik on behalf of Oak Run Solar Project, LLC.