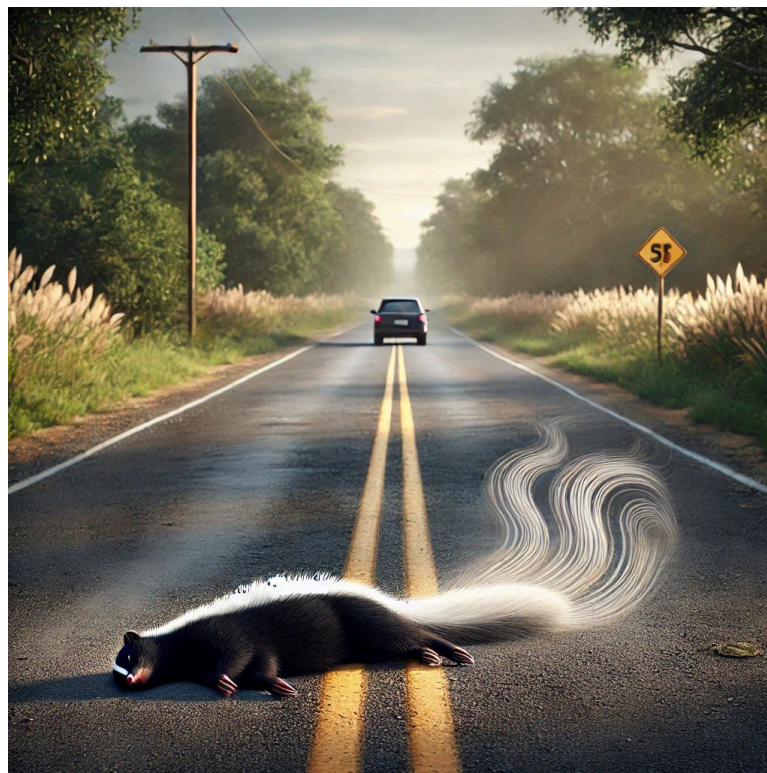


# When a Solar Developer Speaks, and It Just Doesn't Seem Right: A Lesson from the Country Road

Ever been driving down a peaceful country road, windows cracked just enough to enjoy the crisp air, when you're suddenly greeted by the sweet, earthy aroma of freshly cut hay? It's the first cut of the season, and the smell carries a sense of renewal, a reminder of the land's natural rhythm. There's something grounding about that scent, a clean, wholesome fragrance that embodies the countryside. But then, something changes. A sharp, pungent smell intrudes, wrinkling your nose and breaking the moment. You glance around, and there it is—a dead skunk lying on the shoulder. That unmistakable stench tells you everything you need to know, even before you see it.

The same can be said for the way some solar developers present their projects to communities. At first, everything seems clean, shiny, and beneficial—like the peaceful country road and that first cut of hay. They roll out polished presentations, promise environmental benefits, and assure everyone that they're bringing jobs and progress. But as they talk, something feels... off. It's like catching a whiff of that



roadside skunk. You don't need to see every detail to sense there's more to the story—and it's not pretty.

## **Smells Like Spin**

Let's face it, solar energy, in principle, is a novel idea. Harnessing the sun's power purportedly holds the potential to revolutionize energy production and reduce environmental harm (or so we are told). But when a developer presents their project with vague answers, sidesteps critical questions, or offers unrealistic promises, it raises a red flag. If the data they cite is overly optimistic, ignoring real-world risks or trade-offs while treating you like a "Karen" and speaking to you as a NIMBY, it feels a lot like trying to mask a bad smell with air freshener. The truth still stinks, even if it's dressed up in smooth talk and platitudes.

## **Lessons from the Skunk**

When you encounter a situation like this, trust your instincts. Just as you wouldn't ignore a dead skunk in the road, don't ignore your gut when something doesn't feel right about a proposed solar project. Ask the tough questions. Demand transparency. And most importantly, don't let the shiny exterior of a solar project distract you from the potential impact on your community.

As a community, you have the right to know the full story. Are the developers considering how the project will affect your land, water, and wildlife? What about property values, health risks, or the long-term viability of the site? These questions deserve honest answers—not just smooth talk in platitudes.

## **The Road Ahead**

Ignoring the smell of a dead skunk might be a temporary fix—you roll up the windows, speed past it, and try to move on. But with solar developments, the consequences are far greater. The smell may fade quickly on the road, but the decisions made about these projects can have negative effects that linger for generations to come. The next time a developer's pitch doesn't feel right, slow down, investigate, and demand the truth.

If something just doesn't smell right after listening to a solar developer, don't stop there. Reach out to local opposition groups, do research on your own, or connect with Concerned Citizens of America Org. Concerned Citizens of America Org is a national, grassroots, non-profit organization led by a group of warriors who have been fighting renewable energy projects for years. They offer a litany of resources to help

you get up to speed and determine if that smell is right. Acting today ensures your community's voice is heard and your future is protected.