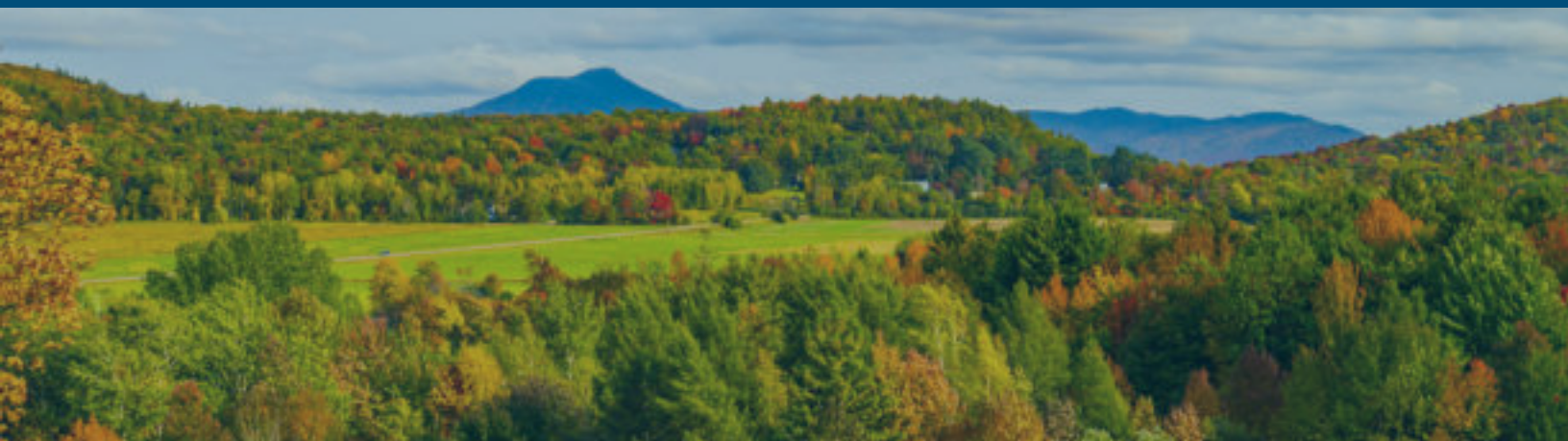
DON'T DATA CENTER VERMONT

PARTNER TOOLKIT

Thank you for supporting Don't Data Center Vermont! This is a campaign to protect Vermont communities from large-scale data center development.

Questions?
Email: info@vermontconservationvoters.org



DON'T DATA CENTER VERMONT

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DON'T DATA CENTER VERMONT

WHAT IS DON'T DATA CENTER VERMONT?

Don't Data Center Vermont is a statewide campaign to mobilize Vermonters concerned about large-scale data center development. Across the country, communities are pushing back on data centers as they drive up energy costs, strain local water supplies, and bring heat, noise, PFAS and climate pollution to the towns that host them.

Vermont has no large-scale data centers yet, but developers are already exploring sites in Vermont, and the pressure to build them will only grow as AI expands.

Earlier this year, Vermont lawmakers overwhelmingly passed a bill that would have put clear, common-sense protections in place before any large-scale data center could be built in Vermont.

But because of a governor veto, Vermont communities could now be at risk. That's why we need to activate to protect our natural resources and communities.

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HOW YOU CAN GET INVOLVED

- **Sign the petition** & ask your neighbors to sign too!
- **Put out a yard sign**
- **Table at an event**
- **Hang up flyers around your town**
- **Share campaign content**
  - Post on social media
  - Amplify campaign content from @vtconservationvoters
- **Write a Front Porch Forum post, op-ed, or LTE**
- **Give a presentation to a local group**
  - Conservations Comission
  - Energy Committee
  - Planning Comission etc.
- **Contact the VCV team for more way to get involved!**
- **Chip in to support the campaign**

DON'T DATA CENTER VERMONT

PARTNERING ON DON'T DATA CENTER VERMONT

We need partners across the state to make Don't Data Center Vermont a success.

We will rely on organizations with local relationships, volunteer networks, and community trust who can help us reach Vermonters who care about these issues.

DON'T DATA CENTER VERMONT

WHO CAN BE A PARTNER?

If you're an activist, community member, or local organization you can join the movement to ensure that we Don't Data Center Vermont.

As a partner, you'll get access to our messaging guide, social media toolkit, and printed materials, be looped into campaign updates, and have the chance to help shape strategy in your area.

If you would like Vermont Conservation Voters to host a local presentation or to train members of your community to present on this topic, please reach out to us at info@vermontconservationvoters.org.

DON'T DATA CENTER VERMONT

What is a data center?

Large-scale data centers are huge facilities packed full of servers that store and process digital information. They are the physical infrastructure behind the digital world and are increasingly being built around the country to fuel the AI boom, raising concerns about environmental impacts, community costs, and who ultimately benefits.

GET THE FACTS

Scan to learn more & join the campaign!

What's at stake?

WATER

Large-scale data centers require enormous amounts of water to cool their servers. And the vast majority of their water footprint comes indirectly, from the water needed to generate the electricity that powers them.

ENERGY USE + COSTS

Data centers are extremely energy-intensive. The cost of upgrading the power grid and building new transmission lines has been passed on to ratepayers in other states

CLIMATE

Data centers operate around the clock, creating a constant demand for electricity – sometimes forcing fossil fuel plants that were scheduled for decommissioning to come back into active use.

COMMUNITY

Data centers bring persistent noise, air pollution, industrial-scale development, & added pressure on infrastructure, changing the character of host communities and affecting quality of life for nearby residents.

Vermont's Data Center Debate

DON'T DATA CENTER VERMONT.

TIMELINE

2025:

In the first known attempt to bring a large-scale data center to Vermont, developers proposed building a 50 MW data center in St. Albans. The plan ultimately fell through.

MAY 2026:

H.727 – legislation establishing a regulatory framework for large data centers, designed to protect Vermont's electric ratepayers, environment, and communities – passed both legislative chambers with overwhelming bipartisan support, including a 26–3 Senate vote.

MAY 28, 2026:

H.727 was vetoed, based on the premise that it was bad for business and that existing regulatory frameworks would offer enough protections for Vermont communities, despite the unique nature of these facilities.

MAY 28, 2026:

Almost immediately after the veto, Americans for Prosperity – a dark money, out-of-state advocacy organization backed heavily by the fossil fueled Koch network – publicly applauded the veto.

MAY 29, 2026:

The Vermont House failed to override the veto, falling short of the two-thirds majority required. H.727 therefore did not become law, leaving Vermont without specific data center protections.

JUNE 2026:

Less than a month after H.727 was vetoed, news broke that a data center is one of three potential projects being explored in Vernon at the site of the former Vermont Yankee nuclear power plant.

JULY 2026:

New York takes a different approach becoming the first state to establish a statewide moratorium on new hyperscale data centers. Governor Kathy Hochul announced a one-year pause to develop a regulatory framework addressing impacts on ratepayers, the environment, the electric grid, and communities.

TODAY:

Vermont has no specific statewide protections for large-scale data center development. As other states continue to take action, Vermont lawmakers now face a choice about how the state should prepare for any proposed data centers.

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OP-ED & LTE GUIDELINES

Pick an outlet from our list on the following page, then use the bare-bones templates as a starting point and fill in your own story, facts, and voice. Include your full name, town, and any relevant affiliation with every submission.

Click here to find a list of media outlets across Vermont, their word limits, and how to contact them, word limits.

BEFORE YOU SUBMIT:

DO: Write in your own voice and lead with a local hook like a meeting, a proposed site, a utility bill, a water or power concern. Many publications do not allow for AI generated submissions so please adhere to the rules of each publication.

DO: Check the word limit below and submit via the listed method. You can submit to multiple outlets at once.

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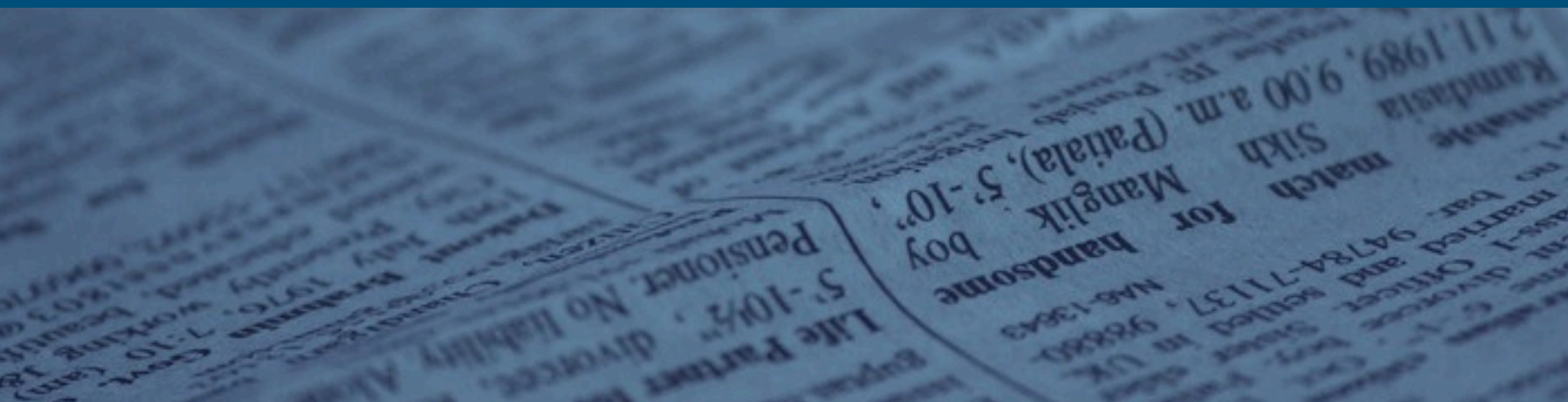
LTE PROMPT (250–400 WORDS)

- Local detail and your position: what have you seen in your town, and what do you want Vermont to do about it?
- Include one or two facts that back up your position
- Have a call to action: who should act, and what you want the reader to do

OP-ED PROMPT (400–850 WORDS)

- Opening story: a moment or place that shows what's at stake for your community
- Your position, plus two or three supporting facts
- Anticipate the strongest objection and respond to it fairly
- Return to your opening story, then close with a call to action



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SAMPLE SOCIAL MEDIA POSTS

1. **Data centers aren't just buildings full of servers. They're some of the thirstiest, most power-hungry facilities we build. They draw massive amounts of water to cool their servers, often straining local supplies. They pull huge amounts of electricity, and can pollute the very waterways they sit next to.It's happening in communities across the country right now and could happen in Vermont. *Learn how to take Action here*.**

2. **The constant hum of industrial cooling fans, running 24/7. Heat radiating off the facility, warming the immediate area. Climate progress is erased by the sheer amount of energy these buildings burn through. All of these negative effects for the benefit of the largest corporations on the planet.That's what we're trying to keep out of Vermont. *Learn more about the campaign here.***

3. **Data Center development is not a hypothetical concern. When some lawmakers killed 2025's data center siting protection bill, they claimed we didn't need to worry about this issue. Less than a month later, news broke that the old Vermont Yankee site could become a data center, leased to a Texas company backed by private equity.We don't get a redo on this. Once protections are gone, the next proposal won't wait for us to catch up. *Learn how to take action here*.**

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FRONT PORCH FORUM SAMPLE POST

Our Vermont communities aren't safe from Big Tech, including here in (Insert You Community here). Massive AI data centers are looking at Vermont, and at states across the country, to build facilities that use enormous amounts of electricity and water and create very few permanent local jobs.

Last session, the Legislature passed H.727, the Sustainable Data Center Deployment Act, with overwhelming bipartisan support. It would have required data centers to pay their full cost of service and protect our water and communities.

Because of a governor veto, though, those protections don't exist today, leaving Vermonters vulnerable to the impacts of large-scale data center development.

We can't beat Big Tech alone. I'm asking my neighbors to join this effort: sign the petition, speak out, and share this with your friends. Learn more and sign at DontDataCenterVermont.com.
[Your name], [Your town]

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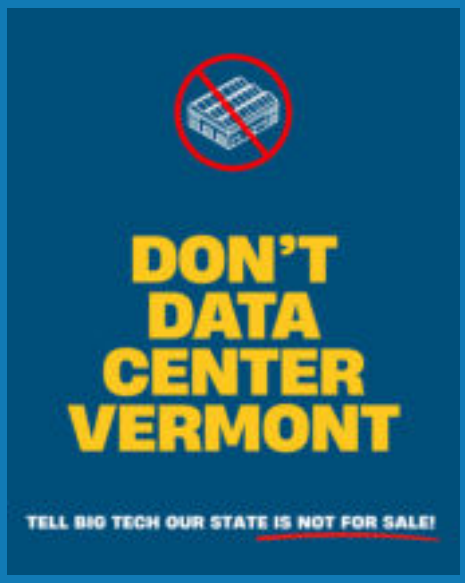
SAMPLE SOCIAL MEDIA GRAPHICS



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MESSAGING DO'S

- **Demand transparency and local control.** TVermonters want to decide what's good for communities and we deserve to know what's being negotiated in our backyard.
- **Stand with consumers against Big Tech and corporate greed.** TThis is about corporate power vs. the need for community control.
- **Include local economic benefit messaging —** Vermonters look for businesses that hire local, provide a liveable wage, invest in our communities, and create long-term career options.
- **Hammer home "full cost of service."** H.727 would have required data centers to pay their full cost of service. A governor veto of H.727 means that protection doesn't exist yet, and Vermonters are exposed until it does.
- **Lead with water and energy use, not climate.** Millions of gallons of water a day is used for cooling a data center, and the PFAS and wastewater monitoring H.727 would have required would have mitigated some of these devastating environmental impacts.
- **Highlight bipartisan support.** H.727 passed the Senate 26-3. The framing is that this bill resonated across party lines.

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MESSAGING DON'TS

Don't make AI the sole focus. AI is a real problem, but data centers are less popular and there are some segments of Vermont who are mixed on AI.

Don't undersell how popular clean energy is. Vermont's Renewable Energy Standard and Global Warming Solutions Act commitments are broadly popular, and unregulated data center growth is a threat to policies that Vermonters have already fought for.

Don't shy away from pushing back on new fossil fuel backup generation. The data center citing protection bill's proposals to limit fossil-fueled backup generators are popular, not risky. This was a missed opportunity with the veto and one that needs to continue to be communicated as a priority.

DON'T DATA CENTER VERMONT

PUBLICATION GUIDE

- VTDigger — Commentary — 400–850 words — opinion@vtdigger.org — Statewide (digital) (no AI-written pieces)
- VTDigger — Letter to the Editor — Under 400 words — opinion@vtdigger.org — Statewide (digital) (no AI-written pieces)
- Burlington Free Press — Letter to the Editor — ~250 words — letters@freepressmedia.com — Chittenden / Statewide (VT residents only; disclose affiliations)
- Burlington Free Press — My Turn (op-ed) — ~650 words — letters@freepressmedia.com — Chittenden / Statewide (VT residents only; disclose affiliations)
- Rutland Herald — Commentary — 800 words — commentary@rutlandherald.com (Word doc or pasted into email body, no PDFs) — Rutland / Central VT (max 2 commentaries/month)
- Rutland Herald — Letter to the Editor — 300 words — letters@rutlandherald.com or online form — Rutland / Central VT
- Times Argus — Letter to the Editor — 300 words — letters@timesargus.com or online form — Barre-Montpelier / Central VT
- Seven Days — Letter to the Editor — 250 words — Online form — Burlington / Chittenden (must respond to a prior Seven Days piece)
- Valley News — Letter to the Editor — 350 words — Online form — Upper Valley (VT/NH) (suggest a 6-word headline)

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PUBLICATION GUIDE

- Bennington Banner — Letter to the Editor — 250 words — news@benningtonbanner.com or online form — Bennington / SW VT
- Brattleboro Reformer — Letter to the Editor — 400 words — Online form (Google Form) or news@reformer.com — Windham / SE VT
- Manchester Journal — Letter to the Editor — 400 words — Online form (Google Form) — Bennington / SW VT
- Caledonian Record — Letter to the Editor — ~800 words — news@caledonian-record.com or online form — Northeast Kingdom
- Addison Independent — Letter to the Editor — No stated limit — news@addisonindependent.com or online form — Addison County / W VT
- St. Albans Messenger — Letter to the Editor — Contact outlet — michelle@samessenger.com — Franklin / NW VT
- Mountain Times — Letter to the Editor — Contact outlet — editor@mountaintimes.info — Killington / Central VT
- Stowe Reporter — Letter to the Editor — Contact outlet — news@stowereporter.com — Lamoille / N Central VT
- Newport Daily Express — Letter to the Editor — Contact outlet — Online form — Orleans / Northeast Kingdom
- Montpelier Bridge — Letter to the Editor — Contact outlet — mdunphy@montpelierbridge.com — Washington County