

# Data Center Advocacy

## Core Messages and Proof Points for Coalition Members

May 2026

**Purpose:** This document provides coalition members with the four core messages and supporting proof points for the U.S. Chamber's data center advocacy campaign. Use these messages to advocate for responsible data center development in your community, with elected officials, and in media engagement.

### Message 1: Responsible Development Starts with Listening

**Core Statement:** The industry has not always gotten it right. Communities raise legitimate concerns, and we're listening. The commitment is to build better: more efficient, more transparent, more accountable.

#### Proof Points:

- Ratepayer Protection Pledge: Seven major data center developers (Amazon, Google, Meta, Microsoft, OpenAI, Oracle, xAI) signed a White House-backed pledge committing to pay for the power and grid infrastructure their facilities require, with no cost passed on to residential customers.
- Individual company commitments: Anthropic pledged to cover electricity price increases and grid upgrade costs tied to its data centers. OpenAI committed their data centers will "pay our own way" on energy.

#### Sample Spokesperson Quote:

*"People want real guardrails. They want transparency on energy and water usage and protection from bill spikes. That's exactly what we're proposing."*

**Survey Insight:** "Build responsibly" net +44 vs. "stop building" net +4 (Navigator). Directly addresses top concerns: energy costs (38% negative, Pew), environmental impact (39% negative).

### Message 2: Investing in Communities

**Core Statement:** Data centers generate durable tax revenue that funds schools, public safety, and infrastructure.

**Proof Points:**

- Across the country \$162.7 billion in total tax revenue generated annually.
- Virginia's data center cluster: hundreds of millions annually in local tax revenue; counties held down residential property tax rates while increasing investments in local schools and transportation.

**Sample Spokesperson Quote:**

*"If we don't modernize our tax base, we fall behind. Data centers can be a stable revenue anchor, as long as we hold them to community benefit standards."*

**Survey Insight:** Strongest survey support of all four messages. Tax revenue net +11 (Pew), net +24 convincing (Heatmap). Lead message for community-facing materials.

### Message 3: The Foundation of a Modern Economy

**Core Statement:** Data centers are foundational infrastructure powering the modern economy. States and communities with strong digital infrastructure attract the next generation of employers, investment, and careers. Those without it risk losing them.

**Proof Points:**

- The industry contributes \$727 billion to GDP, directly employs more than 600,000 workers, and supports 4.7 million jobs nationwide.
- Data centers underpin virtually every sector: healthcare, finance, education, national defense.

**Sample Spokesperson Quote:**

*"Employers investing in AI, finance, and logistics will not put their operations where the digital backbone is weak. This is how we keep the next generation of jobs and investment here."*

**Survey Insight:** Best with Republican and business audiences. "America staying competitive in AI" is net +4 overall but 61% convincing among Republicans. For community audiences, lead with Messages 1 and 2.

### Message 4: Creating Careers, Not Just Jobs

**Core Statement:** Data centers create long-term career pathways, not just temporary construction work.

**Proof Points:**

- The average data center technician salary is \$85,000 per year, with senior roles exceeding \$120,000, in communities where the median household income is often half that.
- A single hyperscale data center campus typically sustains 100-150 permanent full-time operations jobs with benefits, and those roles grow as capacity expands.

**Sample Spokesperson Quote:**

*"This is not just a building. It is a long-term contract for local trades and technical talent."*

**Survey Insight:** Jobs argument is the single most convincing pro-data center message (63% convincing, net +26, Heatmap). "Careers, not just jobs" reframe is a critical differentiator.

## Messaging Guidance for Coalition Members

**Community audiences:** Lead with Message 1 (Responsible Development) and Message 2 (Investing in Communities). These address the top concerns and carry the strongest broad support.

**Republican and business audiences:** Lead with Message 3 (Foundation of a Modern Economy) and Message 4 (Creating Careers).

**Elected officials:** Combine Messages 1 and 2 to demonstrate accountability and fiscal benefit. Emphasize enforceable community benefit agreements and the no cost-shifting commitment.

**Media engagement:** Lead with the Ratepayer Protection Pledge (Message 1) and tax revenue data (Message 2) as the strongest news hooks.

## Key Responses to Opposition

Opponents position themselves as pro-community and pro-accountability, not anti-technology. Their strongest arguments are economic (grid strain, higher bills), not environmental. Always lead with the no cost-shifting commitment and community benefits to contest the economic ground.

**If they say: "Data centers will raise your electric bill."**

**We say:** No cost-shifting to residential ratepayers. Data center operators pay their own way. Tax revenue funds schools and public safety without increasing your tax bill. Data centers can also serve as anchor tenants for grid modernization and energy infrastructure investment.

**If they say: "They consume massive amounts of water."**

**We say:** Legitimate concern. We are listening. New technology such as water re-use dramatically reduces water consumption. Operators commit to transparent reporting and binding, verified limits in water-stressed regions.

**If they say: "Data centers get billions in tax breaks."**

**We say:** Tax breaks are usually at the State level on sales and use taxes and do not impact local revenue. Communities with data centers gain new revenue that can be invested locally.

**If they say: "These are not real job creators."**

**We say:** 4.7 million jobs (construction, operations, supply chain). Workforce pipelines with community colleges. Technicians, electricians, HVAC, security. "Careers, not just jobs."

**If they say: "They operate in secret."**

**We say:** Responsible development starts with listening. Engagement before, during, and after development. Transparent reporting on community impact.