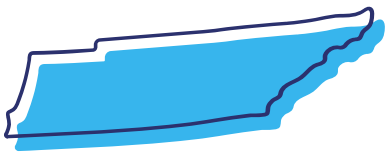


# ADVOCACY IN ACTION

## ARTIFICIAL INTELLIGENCE DATA CENTERS IN OUR COMMUNITIES

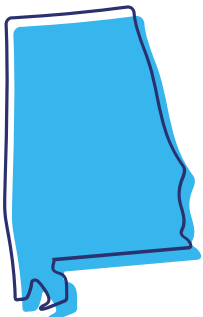
The NAACP is working with communities across the country to fight back against the negative impacts of artificial intelligence (AI) data centers. Using policy, the courts, and advocacy we are committed to making sure the harms to residents and the environment don't outweigh the proposed benefits.



**MEMPHIS, TN**

**Memphis** was chosen as the site for the xAI data center because Elon Musk's tech company began conversations with the Chamber of Commerce regarding uncertain benefits that were supposed to come from the data center. The lack of transparency concerned local leaders and residents were rightfully concerned that placing the xAI data center near Boxtown, a historically Black community, would add to existing industrial pollution. xAI used unregulated methane gas turbines to get the data center running as quickly as possible.

The NAACP Tennessee State Conference and Memphis branch attended city council meetings and protests early in the process and sent a letter highlighting concerns. Shortly after, the NAACP filed a notice of intent to sue xAI for violating environmental laws regarding air pollution. Additionally, the NAACP and Young, Gifted, and Green filed an appeal to the Shelby County Health Department for issuing the wrong permit to xAI that allows them to operate without as many restrictions.



**BESSEMER, AL**

**Bessemer** already contends with one of the single-largest sources of greenhouse-gas emissions in the country: the coal-fired James H. Miller Jr. Electric Generating Plant, which routinely tops the Environmental Protection Agency's list of the top carbon emitters in the country. Now, the city has pushed forward a zoning change to allow for a proposed \$14.5 billion, 4.5 million square-foot data center. It will require clearing 700 acres of forest and consume enough electricity annually to power a city the size of Seattle, Wash.

The NAACP sent a letter to the city council and zoning commission outlining concerns and filed a public record request to access information and materials regarding data center projects. The NAACP will continue to show up at city council meetings and fight back against this buildout.

# ADVOCACY IN ACTION

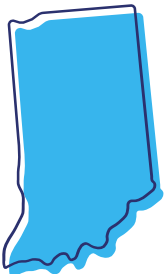
## ARTIFICIAL INTELLIGENCE DATA CENTERS IN OUR COMMUNITIES



PRINCE GEORGE'S COUNTY,  
MD

There are at least 44 operational or planned data centers in Maryland. **Prince George's County** has a majority Black population and has been eyed as a potential home for the Brightseat Tech Park, which would use massive amounts of energy (up to 820 megawatts of power) and water and create additional air pollution. The County Council received significant backlash and started a "Qualified Data Center Task Force" in April 2025 to listen to community concerns. Unfortunately, several of the task force members have an economic or other interest in the success of the proposed data center.

The NAACP has conducted a community survey regarding the issues in anticipation of the task force report to highlight concerns that are likely to be overlooked in the task force findings. The NAACP will release a people's report with a community-centered approach to the next steps.



FORT WAYNE, IN

**Indiana** has quickly become a spotlight for AI focused data centers because it has access to the types of transmission lines and concentrated information demands that are attractive for building AI data centers. Google recently announced that it would operate on protected wetlands to get its data center, Project Zodiac, up and running as quickly as possible.

The NAACP held a community briefing and forum to better educate the public about what is at stake and highlighted ways to fight back against Project Zodiac and other data center buildouts across the state.



SOUTHAVEN, MS

xAI looked to **Southaven**, in DeSoto County, to power its second data center. DeSoto County already has an unhealthy number of high ozone days endangering the community. The American Lung Association has given DeSoto County an "F" grade for their number of high ozone days.

The NAACP has participated in community hearings and protests as well as public education efforts. The NAACP has also stepped in to ensure that xAI does not build a similar operation that will endanger both the Memphis community as well as DeSoto County, Mississippi residents.