



Learning from the Experts Webinar Series

Offshore Wind Stakeholder Engagement



Kris Ohleth
Director
Special Initiative on Offshore Wind

July 28, 2021

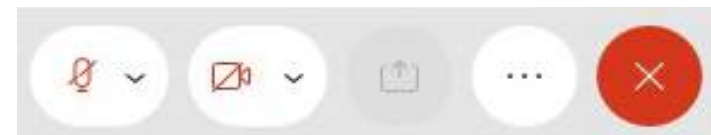
Meeting Procedures


Webinar recordings and presentations will be available at:

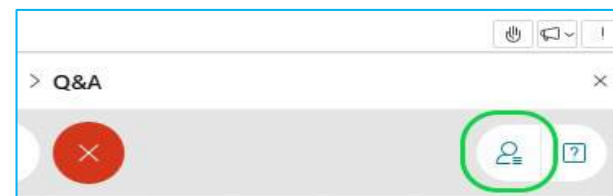
www.nyserda.ny.gov/osw-webinar-series

Participation for Members of the Public:

- > Members of the public will be muted upon entry.
- > Questions and comments may be submitted in writing through the Q&A feature at any time during the event.
- > If technical problems arise, please contact Sal.Graven@nyserda.ny.gov



You'll see  when your microphone is muted



Learning from the Experts

This webinar series is hosted by NYSERDA's offshore wind team and features experts in offshore wind technologies, development practices, and related research.

DISCLAIMER:

The views and opinions expressed in this presentation are those of the presenter and do not represent the views or opinions of NYSERDA or New York State.



NYSERDA





Offshore Wind Stakeholder Engagement

NYSERDA's "Learning from the Experts" Series

July 28, 2021

My background

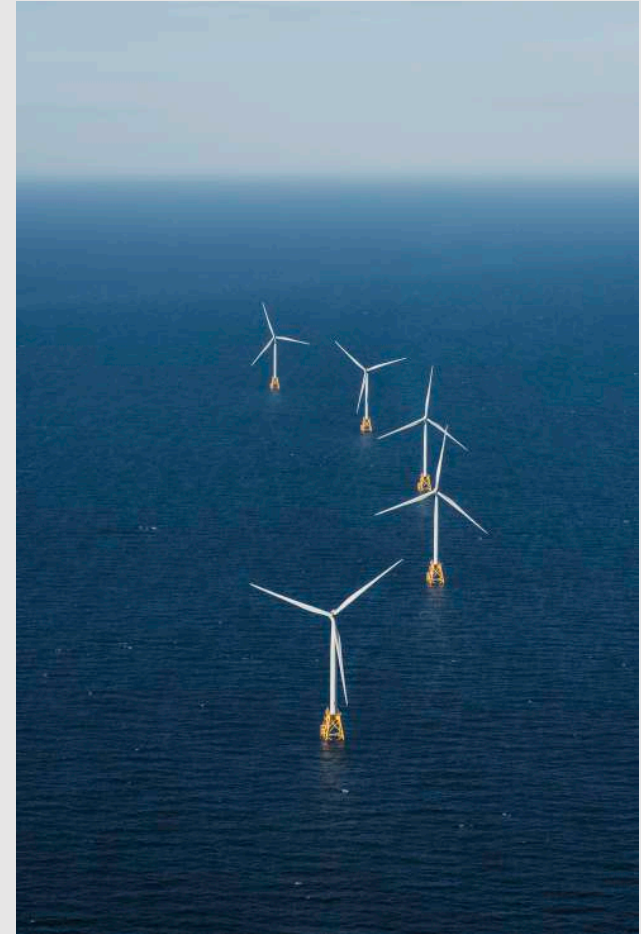


My background

- NOAA Fisheries
 - Field Technician
- Bluewater Wind
 - Project Manager
- Deepwater Wind
 - Director of Permitting and Environmental Programs
- Ocean Conservancy
 - Marine Renewables Policy Lead
- Atlantic Wind Connection
 - Director of Permitting
- MidAtlantic Regional Council on the Ocean
 - Executive Director
- Ecology & Environment
 - New York Offshore Wind Master Plan
- Ørsted
 - Senior Manager, Stakeholder Engagement
- Special Initiative on Offshore Wind
 - Executive Director

What is the Special Initiative on Offshore Wind?

An independent project that supports the advancement of offshore wind as part of a comprehensive solution to the most pressing energy problems facing the United States.



Why Engagement is Important: the Powerful Impact of Stakeholders



Long Island Offshore Wind Park contract with LIPA terminated in 2007

- Organized opposition group in Nassau County delayed state and federal permits
- Delays resulted in contract missing its guaranteed construction start date



Bluewater Wind Delaware contract with Delmarva Power terminated in 2011

- Rejection of cable landfall by Bethany Beach, DE delayed state permits
- Delays resulted in contract missing its guaranteed construction start date



Cape Wind contracts with Massachusetts utilities terminated in 2014

- Rejection of cable landfall and an organized opposition group delayed financial close
- Delays resulted in contract missing its guaranteed construction start date



Block Island Wind Farm delayed by over a year

- Rejection of cable landfall and an organized opposition group delayed permitting
- Project survived because contract allowed sufficient time to commence construction

Who are the stakeholders for offshore wind?

- Anyone who uses the ocean
- Anyone who pays a utility bill
- Anyone who breaths the air
- Anyone who lives on this planet

... We are all stakeholders!

Poll Question: What are the most prominent concerns you are hearing from your community? (select all that apply)

1. Viewshed
2. Local impacts at landfall locations
3. Impacts to existing ocean users
 - Commercial fishing
 - Recreational fishing
 - Shipping and other maritime uses
4. Environmental issues
 - Impacts to wildlife
 - Environmental justice
5. Cost
6. Other

Stakeholder Engagement – Support, Opposition, and In Between

- Cultivating support *and* addressing opposition
- Need a balanced strategy that addresses the spectrum of perspectives
- “Getting to neutral” can be a great outcome!



NEPA: The Formal Opportunity for Stakeholder Feedback

- Early engagement may help obviate or limit project objections
- Several opportunities in the process
 - Scoping process for Notice of Intent (NOI)
 - Draft environmental impact statement (DEIS)
 - Final environmental impact statement (FEIS)

Project Design Envelope

- BOEM adopted guidance on the concept in January 2018
- Model that has been used in Europe in offshore wind development to help accommodate for rapid advancements in technology, etc
- Opportunity to submit a range of alternatives in the Construction and Operation Plan
- Can present a challenge to stakeholders in understanding the true scope of the project
- Can invite more scrutiny than needed if project developer is not careful in managing both the potential maximum or minimum extents of potential impacts

Early engagement can be a double-edged sword

- Can help provide feedback into the development of a lease area or a project design, however...
- Can lack sufficient detail to satisfy the more particular and sophisticated stakeholders
 - For example, inquiries from local mayors on the specific benefits to their communities and engineering details
- Opportunity discuss trade-offs
- More leading with the “why”
- Moving past the “Decide, Announce, and Defend” model

Developer Coordination and Collaboration

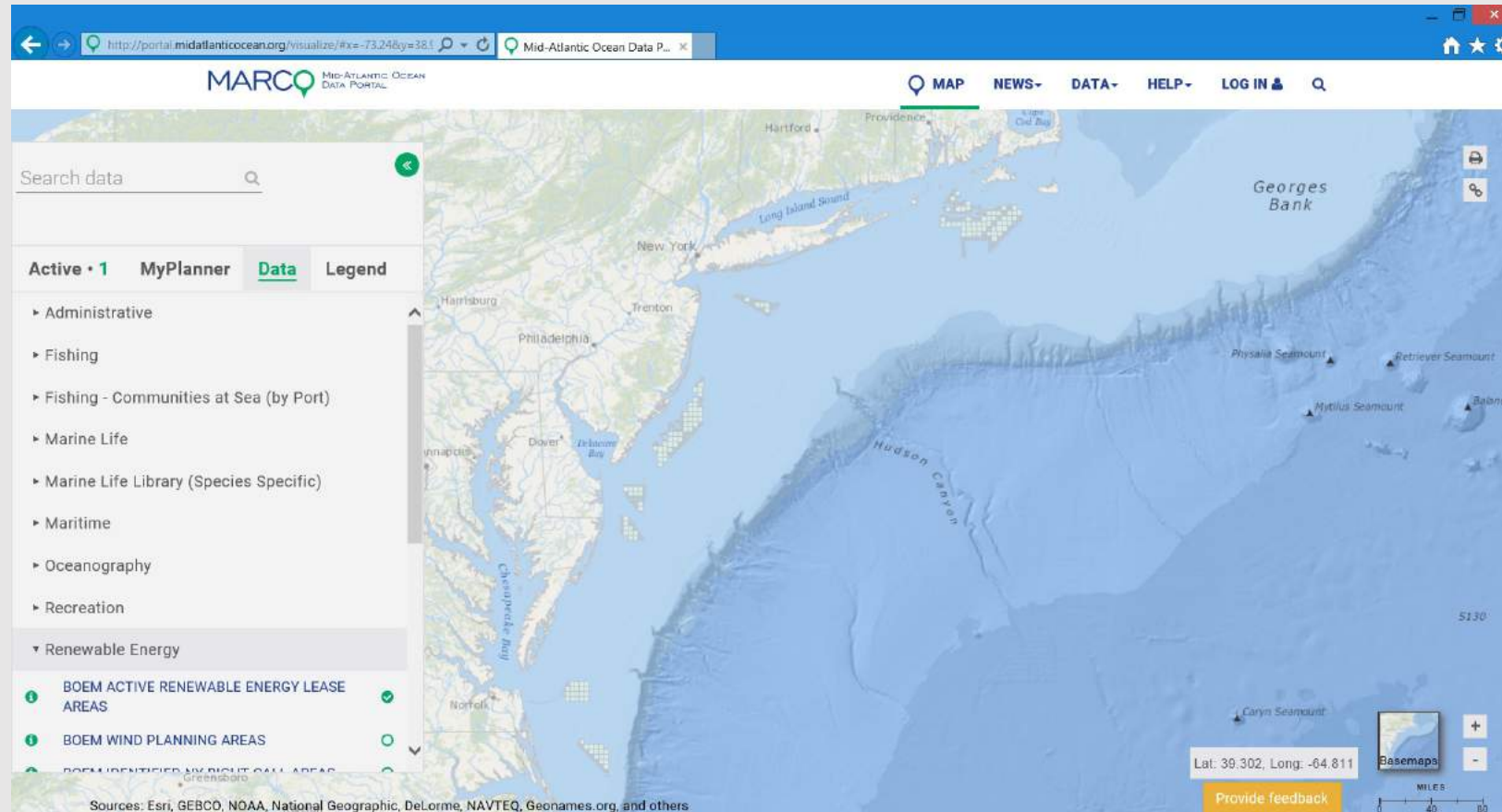
- Critical to the success of the industry, but challenging in early stages of an industry when competition is hot
- Careful to not trigger anti-competition rules
- Using trade groups such as American Clean Power Association and the Business Network for Offshore Wind
- Coordinate and collaborate through other entities for example, the regional science initiatives (ROSA)



Developing a Stakeholder Engagement Plan – Examples of Key Sectors

1. Commercial fishermen
2. Recreational fishermen
3. Consumer and ratepayer advocates
4. Elected officials
5. Labor and business
6. Coastal communities
7. Academic institutions and universities
8. Offshore wind developers
9. Non-governmental organizations
10. Regulators and agencies
11. Submarine cables & offshore infrastructure
12. Maritime and shipping community
13. Onshore utilities
14. Media outlets and reporters

Using Spatial Data to Inform Stakeholder Engagement: Regional Data Portals



Poll Question: What type of outreach events have you attended? (select all that apply)

1. In-person open house, hosted by a developer or other entity
2. Virtual open house, hosted by a developer or other entity
3. In-person scoping meeting, hosted by BOEM
4. Virtual scoping meeting, hosted by BOEM
5. Subject-specific working group, hosted by any entity
6. Small group meeting, by invitation, closed to the public

Examples of Engagements Led by Federal Agencies



- The NEPA process
- Guidance, proposed sale notice stipulations, BMPs

Examples of Engagements Led by State Entities

- NYSERDA Offshore Wind Master Plan
 - Stakeholder Engagement Plan
- Ocean Special Area Management Plan (O-SAMP)
 - Extensive stakeholder engagement and review
- State-led working groups on wildlife, supply chain, maritime issues, etc



Examples of Engagements Led by Private Entities

- Open Houses
 - In person and virtual
- Wind Farm Tours
- Small Group Meetings
 - For example, ENGOs
 - Simulator experiences
- Individual Meetings

If you want to go fast, go alone.
If you want to go far, go together.
- African Proverb

Discussion and Q&A



Coming Next:

August 11, 1:00 p.m. ET
Offshore Wind COP
Review Process

Michelle Morin and
Jessica Stromberg, BOEM

Visit wind.ny.gov to register

We want your feedback! Send suggestions for future webinar topics to offshorewind@nyserda.ny.gov.