

**Stakeholder Engagement Plan
for
Attentive Energy One
Version 1.0**

Prepared pursuant to [contract number, date (TBD)]

with

New York State Energy Research and Development Authority

Albany, NY

Prepared by

Attentive Energy LLC

12 East 49th Street, 11th Floor
New York, NY 10017

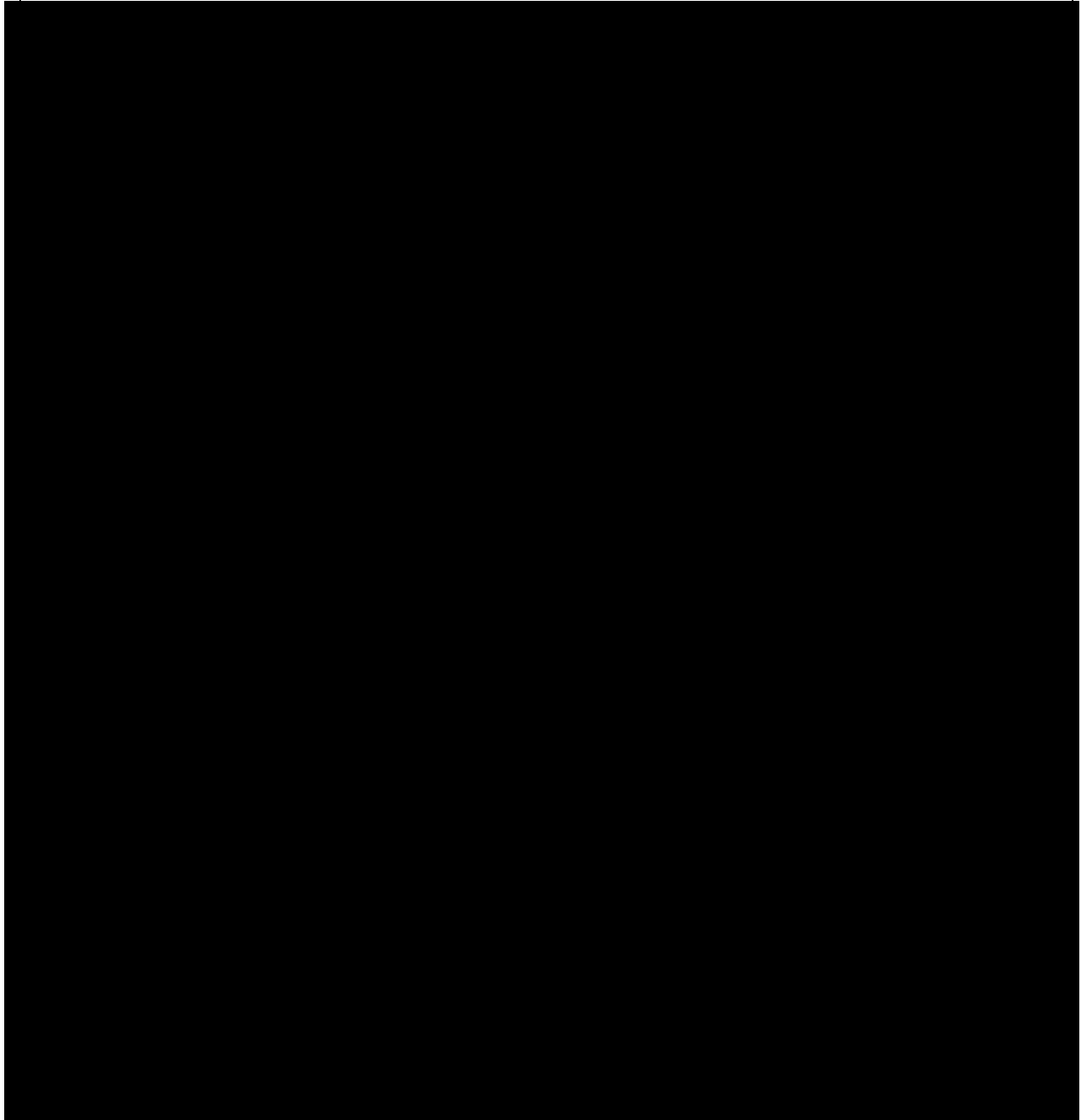


January 2023

Record of Revision

Revision Date	Description of Changes	Revision on pages
January 2023	Original version prepared in response to ORECRFP22-1	N/A

Communication Officers, Contact Information, Links



Links to Project Information:

Website: www.attentiveenergy.com

Twitter: <https://twitter.com/ThisIsAttentive>

LinkedIn: <https://www.linkedin.com/company/attentive-energy>

Table of Contents

1. Stakeholder Engagement Plan Summary.....	5
1.1. Overall Philosophy and Principles.....	5
1.2. Overall Approach to Incorporating Data and Stakeholder Feedback.....	6
1.3 Existing Guidance and Best Practices That Will Be Followed.....	10
2. Stakeholder Identification and Stakeholder List.....	12
2.1 Overview and Stakeholder Identification Objectives.....	13
2.2 Assigning team members in your organization as the primary relationship holder.....	23
3. Stakeholder Engagement Goals/Objectives.....	26
3.1 Defining Objectives and Desired Outcomes	26
4. Stakeholder Engagement Activities, Consultations, and Partnerships	29
4.1. Planned Activities and Outreach.....	29
4.2 Planned Partnerships	35
5. Tracking Progress and Communications.....	37
5.1 Tracking Stakeholder Engagement	37
5.2 Tracking Stakeholder Marketing Efforts	38

List of Tables

Table 1 - Stakeholder Groups Overview	8
Table 2 - Consultations with Government Agencies by Topic	22
Table 3 - Community Liaison Officers and Their Respective Stakeholder Group Relationships	24

1. Stakeholder Engagement Plan Summary

1.1. Overall Philosophy and Principles

This section should describe the overall philosophy and principles Proposers will follow to understand, incorporate, and respond to the diverse perspectives, needs, and concerns of stakeholders at every stage of development. Proposers are encouraged to consider a mission statement that drives their engagement and supports accountability.

Stakeholder engagement is central to Attentive Energy’s mission of putting community first, on and off the coast. Because Attentive Energy understands that stakeholder engagement is critical for long-term Project success, it recognizes that prioritizing stakeholder engagement is a prerequisite for New York to meet the goals of the Climate Act, which emphasizes rectifying environmental injustice by prioritizing vulnerable communities. As such, conducting thoughtful stakeholder engagement through a range of methods and activities is essential to understanding, incorporating, and responding to the diverse perspectives, needs, and concerns of offshore wind stakeholders at every stage of the development process.

By integrating Rise’s deep longstanding relationships with environmental justice leaders and stakeholders in the Western Queens neighborhoods closest to the point of interconnection with TotalEnergies’ wealth of experience and global leadership in offshore stakeholder engagement, the Project builds on a sturdy foundation of trusted relationships at all levels. To grow these relationships, Attentive Energy is committed to structuring engagement for the Project in a transparent and timely manner, giving stakeholders a forum to understand project options and Attentive Energy’s decision-making timeline so that they can provide meaningful input.

The Project’s communications and engagement philosophy is rooted in three commitments:

- **Communicating** frequently and proactively throughout the life of the Project (i.e., from pre-construction to decommissioning)
- **Understanding** stakeholder concerns and interests
- **Developing** actionable objectives where practical to address stakeholder concerns and interests

All New Yorkers will receive economic and quality of life benefits from the Project. These include statewide Project impacts focused on workforce, supply chain, sustainability, and environmental justice. Additionally, Attentive Energy has designed the Project to maximize benefits for communities at the frontline of exposure to fossil fuel generation and industrial activities. These frontline communities have historically faced disproportionate environmental justice challenges and those in the immediate vicinity of Ravenswood have endured decades of industrial emissions and diesel truck traffic. At the vital center of the Project’s stakeholder engagement strategy is a geographic and interest-based approach that rests on deep and abiding relationships with environmental justice, workforce development, and community-based organizations.

Attentive Energy has identified approximately 300 census blocks identified by New York State as Disadvantaged Communities some of which are near Project components that may benefit from the Project. Throughout the lifetime of the Project, Attentive Energy will actively solicit feedback from Disadvantaged Communities concerning workforce training, development opportunities, and community interests and aspirations.

Coupled with the Project's approach to engaging frontline communities, Attentive Energy's regional approach to engaging Disadvantaged Communities throughout the State will foster local connectivity and equitable access to the vast opportunities coming from the offshore wind industry and this Project. This strategy is firmly aligned with goals adopted in the recently passed *New York Climate Plan*, especially in chapter 7 of the plan focused on a Just Transition. Further, Disadvantaged Communities located near Coeymans and Ravena in the Capital Region will also play a large role in the staging and manufacturing of various components as part of the supply chain. In this Submission, Attentive Energy is offering various Proposals that include Supply Chain Investment Plan Facilities, and each Supply Chain Investment Plan Facility has its own Stakeholder Engagement Plan. If Attentive Energy is awarded a Proposal with a Supply Chain Investment Plan, Attentive Energy's stakeholder engagement will be expanded to include Supply Chain Investment Plan-related engagement as applicable.

Mission Statement

Residents of frontline communities who have historically borne the burdens of the fossil fuel economy must be first in line to reap the benefits of the renewable energy transition.

1.2. Overall Approach to Incorporating Data and Stakeholder Feedback

This section should describe how Proposers will use research, data, and stakeholder feedback to update the Stakeholder Engagement Plan, and support decision-making throughout the life cycle of the Project (preconstruction, surveys, site design, construction, operations, and decommissioning).

- Attentive Energy shall perform a stakeholder mapping exercise to obtain population, cultural, and economic statistics and information on communities or interest groups relevant to the Project.
- Attentive Energy shall detail the allocated resources used to continuously support long-term engagement and the Project initiatives.
- Attentive Energy shall review and seek input from stakeholders on local economic development, reduced energy burden, avoided health costs, added climate resiliency, avoided environmental costs, added environmental benefits, workforce training opportunities, and economically Disadvantaged Community participation.
- Attentive Energy will use a range of stakeholder outreach and engagement methods to alert communities to the Project and review and seek input from stakeholders on the following topics:
 - Local economic development
 - Minority and Women Owned Business Enterprises, Service-Disabled Veteran Owned Businesses, and local procurement strategies

- Reduced energy burden
- Avoided health costs
- Added climate resiliency
- Avoided environmental costs
- Added environmental benefits
- Workforce training opportunities
- Economically Disadvantaged Community participation
- Attentive Energy has employed an iterative approach to the Stakeholder Engagement Plan responding to feedback and flexible to accommodating the different perspectives, needs, and concerns of stakeholders. Feedback collected from stakeholders and engagement best practices have shaped Attentive Energy’s approach to stakeholder engagement to date. Throughout the Project, Attentive Energy will continue to engage stakeholders with a tight focus on equity and inclusion.
- Feedback received regarding the engagement process, such as accessibility concerns, date and times offered for engagement, and appropriateness of content, will be tracked via the Project Customer Relationship Management system and will be used to modify the stakeholder engagement approach to account for unique stakeholder input and ensure equitable and accessible project development.
- Due to the Project’s wide geographic breadth in New York State, the specific tactics utilized for community engagement will be driven by the Project phases. For example, residents of the North Shore of Staten Island might be interested in port employment, while residents of Western Queens might express an interest in construction at the Ravenswood facility. However, Project information will be readily available and shared with all stakeholders.

Early and consistent engagement is the key to the Project’s success. Conducting engagement activities through every stage of the Project lifecycle will enable Attentive Energy to implement inclusive decision making, identify and mitigate potential conflicts, continually incorporate stakeholder feedback, and meet the goals of *New York State’s Climate Leadership and Community Protection Act*.

- **Planning Phase:** In the first stage of the Project, Attentive Energy will continue to inform stakeholders of the Project through various outreach and communications methods, such as email distributions, canvassing, public meetings, press releases, social media, etc. These efforts build upon the existing relationships and years of on-the-ground engagement that has given Attentive Energy its reputation as a meaningful contributor. This work, alongside continued engagement with Attentive Energy’s wide network of community partners and stakeholders, organizations, and regional and statewide environmental justice organizations, has helped Attentive Energy gauge public opinion, register initial feedback, which has led to adapting the engagement strategy to maximize stakeholder involvement. This initial exposure to the Project provides the affected communities with a greater understanding of the offshore wind industry while allowing opportunities to collaborate on shared priorities.
- **Design and Permitting Phase:** During the design and permitting phase, Attentive Energy will convene a series of space planning workshops with key local stakeholders. Their perspectives will inform the final site plan and space allocation for onshore facilities at Ravenswood, including dedicated training space and auxiliary features.

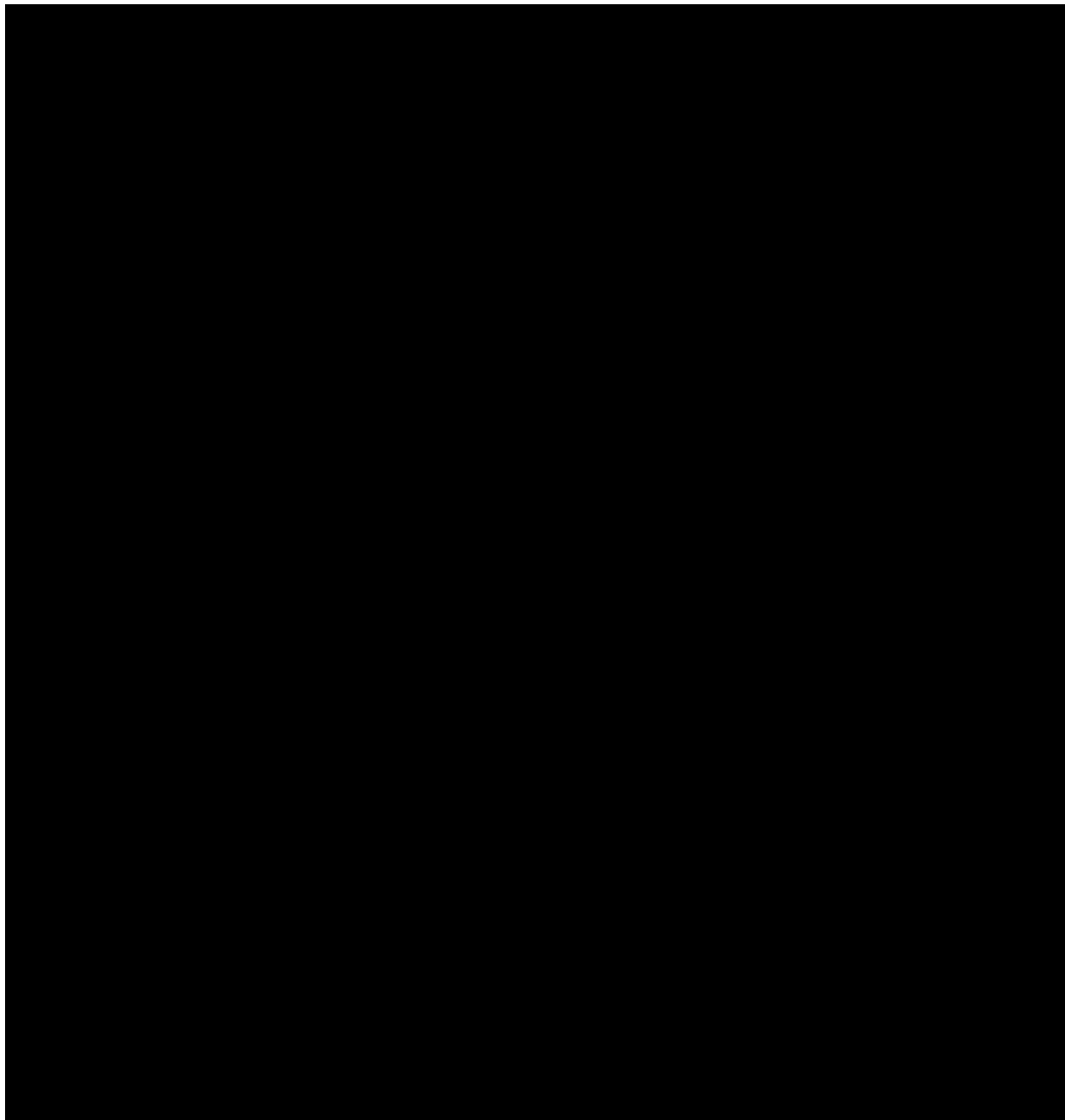
- **Construction Phase:** As the construction phase begins, Attentive Energy plans to update the public on the Project timeline and how suggestions have been incorporated by offering briefings to local media outlets such as the Queens Gazette and Brooklyn Daily Eagle. Attentive Energy will also disseminate information on social media and at public meetings and continue to collect feedback from stakeholders to adapt the engagement plan.
- **Operational Phase:** While the Project is operational, Attentive Energy plans to maintain its existing community ties with a wide range of stakeholder groups and residents. Attentive Energy plans to hold community forums and open houses to help inform the development of Community Benefits Agreements.
- **Decommissioning Phase:** When the Project’s onshore and offshore facilities will be decommissioned, Attentive Energy will inform and solicit input from the public about the planned changes to the sites and any potential onshore construction disruptions.

Stakeholder Mapping

Attentive Energy considered a wide range of offshore wind stakeholder groups as part of its initial stakeholder mapping exercise. The stakeholder mapping exercise consisted of organizing stakeholder groups by geography and when and how they will be engaged during the Project (Table 1). The initial stakeholder groups below were identified through learnings from the NYSERDA Guiding Principles for Offshore Wind Stakeholder Engagement and Attentive Energy’s prior experiences.

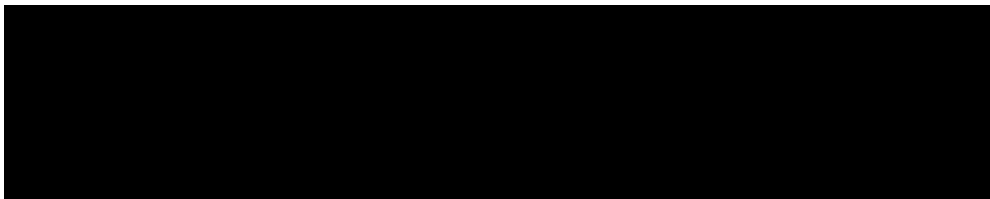
[Redacted]

[Redacted]



Allocated Resources to Support Engagement

Attentive Energy has allocated significant resources to continuously support long-term engagements and the Project’s initiatives. Allocated resources include the following:




- Consultant support
- Partnership with local leaders to better understand the communities we are in
- TotalEnergies and Rise staff – engagement extends beyond the Attentive Energy team and is a full company effort

1.3 Existing Guidance and Best Practices That Will Be Followed

This section should present a list of existing guidance documents, publications, tools, and/or plans that will be followed to support the Stakeholder Engagement Plan. Include links, if available, for all references.

Attentive Energy is committed to the development of a flexible Stakeholder Engagement Plan that is unique to the stakeholders involved in the various development stages of our project. In recent years, Attentive Energy has been engaging with stakeholders while exhibiting accountability and transparency about industry expectations and opportunities. Attentive Energy has gained a better understanding of stakeholder concerns and needs with developers and industry at large through active listening and incorporating the following guidance documents:

- Labor
 - [Climate Jobs Report from the Center for American Progress and Climate Jobs National Resource Center](#)
 - [BlueGreen Alliance State-Based Policies to Build a Cleaner, Safer, More Equitable Economy Policy Toolkit](#)
- U.S. Department of Education
 - [The Demand for a Domestic Offshore Wind Energy Supply Chain \(NREL\)](#)
- New York State
 - [Climate Leadership and Community Protection Act \(Main Page\)](#)
 - [New York State Climate Action Council Scoping Plan](#)
 - [Climate Justice Working Group Meeting Materials](#)
 - [Article X Regulations](#)
 - [NYSERDA Guiding Principles for Offshore Wind Stakeholder Engagement](#)
 - [New York State Disadvantaged Communities List](#)
 - [New York Offshore Wind Workforce Gap Analysis 2022](#)
- New York City
 - [NYC Environmental Justice for All Report](#)
 - [Camp Environmental Justice 2020 Final Report](#)
- Industry Associations
 - [American Clean Power Energy Transition for All Report](#)
 - (Business Network for Offshore Wind) BNOW EJ Working Group with Chris Whitehead
- Environmental Justice
 - [Jemez Principles](#)
 - Materials from internal WeAct Training – slides, activity sheets, readings, etc.

- UPROSE Strategic Framework for a Just Transition
- New York Environmental Justice Alliance – 2020 Climate Justice Agenda
- Climate Works for All – An Equitable Recovery for NYC: Creating 100,000 Climate Jobs for Frontline Communities of Color
- Tribal Nations and Tribal Organizations
 - Cultural Heritage Partners – Top Ten Considerations when Engaging with American Indian Tribes
 - 
 - Attentive Energy Tribal Fact Sheet
 - Bureau of Ocean Energy Management New York Bight Proposed Sale Notice

2. Stakeholder Identification and Stakeholder List

Community Engagement Background

Attentive Energy combines TotalEnergies' global offshore experience and Rise's deep connections in NYC, which complement each other and serve as a robust foundation of mature and trusted relationships at sea, at the point of interconnection, and across the State. The following is an overview of Attentive Energy's community engagement background:

- Attentive Energy has undertaken proactive stakeholder engagement surrounding offshore wind development in New York State since 2019, four years before obtaining a lease from Bureau of Ocean Energy Management. Since its inception, Attentive Energy has engaged thousands of individual stakeholders as an active community member in the region.
- Attentive Energy is an active member of several leading industry associations, including American Clean Power Association, Business Network for Offshore Wind, New York Offshore Wind Alliance, Regional Planning Association, Long Island Association, Offshore Wind Leadership Council, and the Alliance for Clean Energy New York.
- Attentive Energy was the inaugural sponsor of an offshore wind Supply Chain, a Long Island-based open-source industry networking platform, [REDACTED]
- Attentive Energy has prioritized becoming an active community member from the start and has engaged thousands of individual stakeholders via different events. Between 2021 and 2022 alone, Attentive Energy has sponsored various events and initiatives in the region. These include industry-led events, support for local organizations working to advance the offshore wind industry and clean renewable energy transition, and Project-focused events related to community service.
- Lastly, Attentive Energy has a robust team of stakeholder engagement professionals, which include dedicated Tribal, labor, community, and fisheries liaisons that have helped shape the Project by establishing trust and transparent feedback loops with niche stakeholders.

Through Rise, Attentive Energy maintains close relationships with the four Western Queens NYCHA campuses, their Resident Associations, and the social service organizations that serve these campuses. These NYCHA campuses represent about 16,000 New Yorkers who live in public housing and who have long borne the burdens of the fossil fuel economy:

- **Queensbridge Houses**, the largest public housing development in North America, contains 29 buildings and houses over 6,000 residents directly across the street from Ravenswood.
- **Ravenswood Houses** is located just blocks from Ravenswood and contains 4,000 residents across 31 buildings.
- Over 3,000 residents live in the **Astoria Houses**, a 24-building complex spread over 32 acres about a mile away from Ravenswood.
- **Woodside Houses**, about two miles from Ravenswood, houses upwards of 2,800 residents across 1,357 units.¹

¹ <https://www1.nyc.gov/assets/nycha/downloads/pdf/pdb2020.pdf>

Prior philanthropic activities in the area include nearly two dozen community development initiatives, such as scholarships and college savings accounts, youth mentorship and senior services, workforce and small business development, and middle and high school science, technology, engineering, and mathematics and environmental science curriculum development. Many of these efforts focused on the four NYCHA campuses.

- Since 2021 and 2022, Rise has contributed nearly \$1 million to programs and organizations that benefit New York City Housing Authority residents, including backpack giveaways, Thanksgiving meal donations, toy drives during the winter holidays, and funding for scholarships, college savings accounts, workforce development, and anti-violence programming.
- In partnership with State University of New York Maritime and Horizons National, Attentive Energy recently sponsored NYC Student Day: Youth Power and Offshore Wind², a program designed to expose middle school students from NYC’s Disadvantaged Communities to careers in the offshore wind and maritime industries. More than 30 youth participated in this hands-on training offering interactive experiences with the latest technology and provided positive feedback on the experience, with several showing interest in exploring careers in the offshore wind industry.



2.1 Overview and Stakeholder Identification Objectives

This section should provide an overview of the stakeholder identification and relationship management methods.

- Attentive Energy shall describe methods used to identify a working list of diverse community members, local and state elected officials, state and federal agencies, institutions, local businesses, environmental justice communities, and nonprofit organizations associated with their Project.
- Attentive Energy shall identify and list disadvantaged communities potentially impacted by the project using the New York State Disadvantaged Communities Map. The Disadvantaged Communities definition is currently accepting public comment and will be finalized July 2022. Additionally,

² <https://attentiveenergy.com/suny-maritime-students/>

communities may be added or removed during the CJWG annual review process and Proposers will be required to adjust their engagements accordingly. Attentive Energy will continue to monitor and also use data from the draft Climate Justice Work Group map to further inform targeted engagement of Disadvantaged Communities, understanding that the final criteria is tentatively scheduled for release by April 1, 2023.

- Attentive Energy shall identify what departments within their organization will own the relationships with the stakeholders listed.
- Proposers are strongly encouraged to hire community liaison officers. Proposers with community liaison officers on staff should provide, to the best extent possible, details as to why the community liaison officer is a trustworthy messenger for the community they represent. Proposers that have yet to hire community liaisons shall indicate if they plan to do so and the communities for which the liaison would represent. Note for areas most affected by Project development, NYSERDA recommends county liaisons with strong community relationships within the county's cities or towns.

Stakeholder Identification Methods

Attentive Energy has been successful in its efforts to identify, meet, and grow a broad base of stakeholders and supporters over the last four years of planning and development activities. This success in building early relationships has resulted from research, conversations with local leaders, participation across different platforms and forums, and regular outreach and follow-up. Attentive Energy's core methods to identify and grow its stakeholder base include:

- [REDACTED]
- **Public data and tools:** Attentive Energy uses public data and tools to understand where the project intersects with broad stakeholder groups. For diverse communities, Attentive Energy has and will continue to use public data and tools including census data, the interim and draft Disadvantaged Communities maps, Environmental Protection Agency's Environmental Justice Mapping tool, and more.
- **Local events:** Attentive Energy has and will continue to attend local events and meetings to listen to the potential concerns and priorities of local stakeholders, and to include their input into the Project plans.
- **Consultant recommendations:** Attentive Energy is supported by consultants who have been working on renewable energy projects, in Disadvantaged Communities in New York State, and have been conducting engagement about large infrastructure projects. Attentive Energy

welcomes and leverages these expert opinions and recommendations to grow its list of stakeholders as well as best approaches to engage and how to share useful information.

- **Attentive Energy surveys:** Attentive Energy has and will continue to use surveys by which stakeholders can provide feedback on the Project. So far, Attentive Energy has used the Minority and Women Owned Business Enterprise/Service-Disabled Veteran Owned Business and Nonprofit Survey, Tribal Engagement Survey, and the Fishing Community and Mariner Offshore Wind Survey to help identify offshore wind stakeholders and their needs regarding the Project.
- **Industry organizations:** As an active member in leading industry organizations including American Clean Power, Business Network for Offshore Wind, New York Offshore Wind Alliance, and Alliance for Clean Energy New York, Attentive Energy team members attend working groups to collaborate with other offshore wind and clean energy developers and share lessons learned to include key stakeholder groups, their top concerns, and their preferred methods of engagement.

Offshore Wind Stakeholders

Throughout the Project lifecycle, Attentive Energy will strengthen existing relationships and build new ones with offshore wind stakeholders across New York State. Individual outreach and communication approaches will be tailored to ensure that the needs of all stakeholders are considered and incorporated into future iterations of the comprehensive Stakeholder Engagement Plan. This individualized approach to stakeholder engagement will result in more inclusive, efficient, and effective engagement. The Project's overview of stakeholder engagement has been attached in Section 16 of the Submission.

Frontline Communities

Frontline communities are disproportionately burdened by noxious land uses and facilities associated with historical discrimination, disinvestment, and pollution exposure. They are a subset of Disadvantaged Communities, as these facilities are frequently in low-income communities and communities of color. Frontline communities include communities within Western Queens in close proximity to Ravenswood, and communities close to onshore and offshore components of the Project across three boroughs of NYC, which include:

- Southwest Brooklyn (Sunset Park, Red Hook)
- North Shore Staten Island (St. George, Tompkinsville)
- Lower Manhattan (Lower East Side, Two Bridges)

The Project expects to have minimal negative impacts on these frontline communities, but they will nonetheless be engaged during each phase of the Project and will be first to receive economic opportunities and quality-of-life benefits related to offshore wind development and investment.

Disadvantaged Communities

The Climate Leadership and Community Protection Act calls for the energy sector to prioritize the safety, health, and economic growth of Disadvantaged Communities and adopts practices that enable and empower these communities to thrive in the clean energy future. Disadvantaged Communities will be

engaged, bringing historical knowledge and local expertise to inform workforce training, development opportunities, and community investments.

[REDACTED]

Just Transition, Workforce Development, and Minority and Women Owned Business Enterprises/ Service-Disabled Veteran Owned Businesses

This Project will engage the following Just Transition and Workforce Development offshore wind stakeholders: labor leaders and organizations, unions, Minority and Women Owned Business Enterprises, Service-Disabled Veteran Owned Businesses, Disability-Owned Business Enterprises, lesbian, gay, bisexual and transgender-Owned Business Enterprises, Disadvantaged Business Enterprises, training and research institutions, economic and workforce development organizations, K-12 schools, and higher education. To date, Attentive Energy has engaged a wide range of academic institutions, including several CUNY and SUNY schools, and colleges from the Hudson Valley to Long Island to jointly develop an offshore wind talent pipeline and workforce strategy.

[REDACTED]

In August 2022, Attentive Energy released a Minority and Women Owned Business Enterprise/Service-Disabled Veteran Owned Business and Nonprofit Survey to seek feedback from for-profit and nonprofit organizations in New York. The survey focused on procurement processes, grant applications, and Diversity, Equity, Inclusion, and Justice business certification, such as Minority and Women Owned Business Enterprises, Service-Disabled Veteran Owned Businesses, Disability-Owned Business Enterprises, Lesbian, Gay, Bisexual, and Transgender-Owned Business Enterprises, Disadvantaged Business Enterprises, Tribal Communities, and justice involved people. Participants are eligible for a business development award that comprises networking and mentorship opportunities, including a private session

with offshore wind executives. [REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

In February 2023, Attentive Energy plans to release a public report that outlines the survey findings and propose recommendations to make a more inclusive offshore wind supply chain. Survey findings are available as an attachment to Section 16 of Attentive Energy’s Submission, and these findings will inform the design and execution of Diversity, Equity, Inclusion and Justice business engagement and inclusion in the Project. Survey findings will also serve as a resource for the offshore wind industry and public agencies on how to equitably include these groups. [REDACTED]

Community-Based Organizations

Community-based organizations are a central avenue by which Attentive Energy will build a presence in the diverse communities throughout the State. Engaging with community-based organizations cultivates trusting relationships with the local communities. Community-based organizations often have deep histories in their host communities, providing an efficient manner by which Attentive Energy can disseminate information and collect feedback. Community-based organizations often administer other health and human services that are offered to communities in New York State, providing a broader context to the value of economic development and community involvement. Therefore, a broad range of community-based organizations, including youth service providers, community centers, arts and educational organizations, and advocates active in the areas near Project activities – will serve as key sources of community feedback, local talent development, and connection to the small business community. Attentive Energy will meet with CBOs and invite them to attend engagement events throughout the Project lifecycle. CBOs in targeted frontline communities will also receive investments through the Project to help ensure that resources are equitably distributed and benefits localized in communities where they are most needed.

Environmental and Political Advocacy Organizations

Environmental and political advocacy groups will contribute invaluable perspectives throughout the Project lifecycle and will help Attentive Energy identify community priorities, concerns, available resources, and opportunities for collaboration. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Attentive Energy will continue engaging with these organizations, in addition to advocacy, environmental, and community groups. Besides individual engagement, Attentive Energy will invite these organizations to join public engagement meetings, sign up for Project email and website updates, and participate in other inclusive decision-making processes.

Indigenous Nations

Attentive Energy recognizes the importance of understanding the historical and cultural ties of Indigenous Nations to inform responsible offshore wind development. Native American peoples have a long history in the region, having established communities in and around the Project Area millennia before European contact. Indigenous Nations also have a unique reliance on, interaction with, and knowledge of coastal and marine environments. As such, Attentive Energy has made it a priority to better understand the interests, opinions, concerns, and recommendations of Indigenous Nations to help guide Project development.

To gain an understanding of Indigenous Nations' history in the region, Attentive Energy hired a Tribal Liaison to develop a fact sheet for the 16 Tribes with historical and cultural ties to the Lease Area. Attentive Energy has used this fact sheet to gain perspective on the resources that may be of interest to Tribes. The identified Tribes are listed in Section 18 of Attentive Energy's Submission.

Attentive Energy's Tribal Liaison distributed a Tribal Engagement Survey to the 16 Tribes to help identify their interest in the Project and communication preferences. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

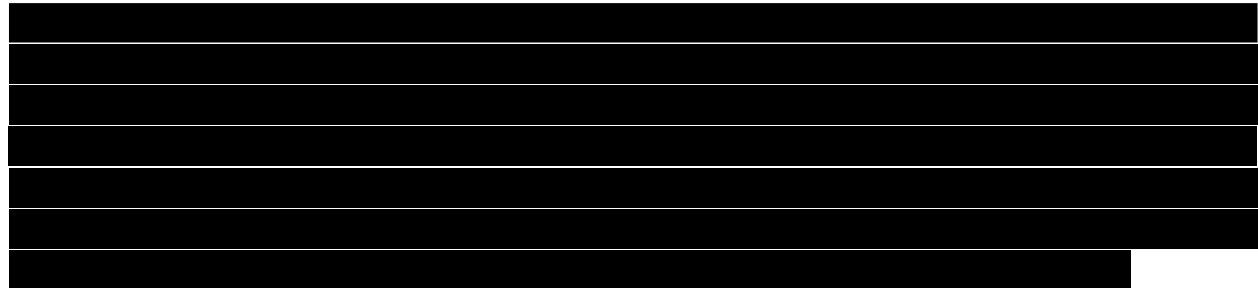
[REDACTED]

Fishing & Maritime Industries

The maritime industry, including but not limited to commercial fishermen, charter-boat/recreational fishermen, passenger vessel operators, towing companies, the U.S. Coast Guard, the Sandy Hook Pilots Association, the Maritime Association of the Port of New York and New Jersey, State University of New York Maritime, and NYSERDA’s Maritime Technical Working Group are important stakeholders of the waters in and around the Project including the Lease Area and the planned export cable route which crosses Lower New York Bay, Upper New York Bay, and the East River. Maritime representatives of these groups and others, who operate offshore and inshore, offer important experience and knowledge of marine issues relevant to the Project (e.g., prevailing marine traffic, federal routing measures, port development plans, radio protocols, weather patterns, and underwater hazards). These stakeholders may note interests and concerns that help improve the Project’s overall approach to safety and/or require attention during Project design, construction, and operation. Based on years of engagement with fishing communities from Massachusetts to New Jersey, Attentive Energy recognizes the desire of stakeholders from these groups to be informed and heard regarding Project plans including but not limited to wind turbine siting and layout, cable routing, access to fishing, and de-confliction of on-water activities (e.g., survey vessels).

In October 2020, Attentive Energy launched the direct mail and online Fishing Community and Mariner Offshore Wind Survey to over 3,000 mariners and fishermen in the New York Bight to establish contacts

in the industry and solicit feedback. Engagement with fishing communities continued in the intervening years prior to Bureau of Ocean Energy Management’s 2022 New York Bight offshore wind lease auction and continues to expand. This engagement includes participation in joint offshore wind developer port hours in ports including Montauk and Long Island, attendance at regional Fisheries Management Council meetings, and one-on-one meetings with fishermen and seafood processors from Massachusetts to New Jersey. In late 2022, Attentive Energy updated the survey to solicit specific feedback on fishing and marine activity in and around the Lease Area. Feedback from the survey is being assessed and incorporated into the siting and layout decision processes.



Attentive Energy will continue to conduct outreach to maritime industry groups and individuals and include them in all phases of Project development. Communications and outreach with commercial and recreational fishing industry representatives will be guided by the Fisheries Communication Plan⁴ and Fisheries Mitigation Plan, which is an attachment to this Submission.

Steel Industry

Iron and steel manufacturers across the State and the U.S. will have the opportunity to work with the Project and will be provided access to many resources, including the New York Offshore Wind Supply Chain Database. Attentive Energy is engaging the U.S. Steel industry in discussions on how to most effectively source components, materials, and equipment during construction. This dialogue also covers the Project’s supply chain and manufacturing facilities and potential challenges in meeting supply chain requirements. As of this Submission, Nucor is the only steel mill advertising a facility that manufactures steel plates to the required specifications of offshore wind structural steel components. Attentive Energy expects additional steel mills will be able to provide the required components in the future. Attentive Energy will continue engaging these companies via direct channels to the Buy American provision of \$114,000/Megawatt of Offer Capacity in domestic steel purchases.

Coastal Tourism and Recreation Sector

The local tourism industry and recreation sector – including, but not limited to, cruise lines and passenger vessels, resorts with coastal views, and sailors – operating along the New York State coastline, offshore, and in local ports, will have interests in offshore wind projects, related to the visibility of structures and

⁴ https://attentiveenergy.com/wp-content/uploads/2022/08/ATT-FSH-COM-PLN-ATT-000001_2_IFU_20220823_Attentive-Energy-Fisheries-Communication-Plan.pdf

port access. Attentive Energy will engage the coastal tourism industry and recreation sector throughout the Project lifecycle to learn more about concerns and involve these sectors in relevant decision-making processes for onshore and offshore design elements.

Coastal Communities and Infrastructure

The Project is designed to minimize disruption to onshore communities and coastal private landowners through its export cable route and point of interconnection. It also intends to make a conservation-scale impact through its environmental and fisheries monitoring and mitigation investments, which are discussed in Sections 14 and 15 of this Submission. The Project will use submarine cables to travel through the New York Harbor and up the East River to Ravenswood. The construction and operation of the Project will have negligible to no effect on the daily lives of coastal residents; however, it is acknowledged that these communities will still have interests in the Project, especially concerns related to visibility, fisheries, coastal resilience, and maritime traffic. [REDACTED]

There are several locations where the Project may cross existing infrastructure, such as buried cables and pipelines. Attentive Energy will coordinate with potentially affected entities to confirm best practices for crossing these facilities in a safe and efficient manner. [REDACTED]

[REDACTED] Additionally, the research activities within the Fisheries Mitigation Plan will broadly assess impacts of the Project activities to coastal communities and infrastructure.

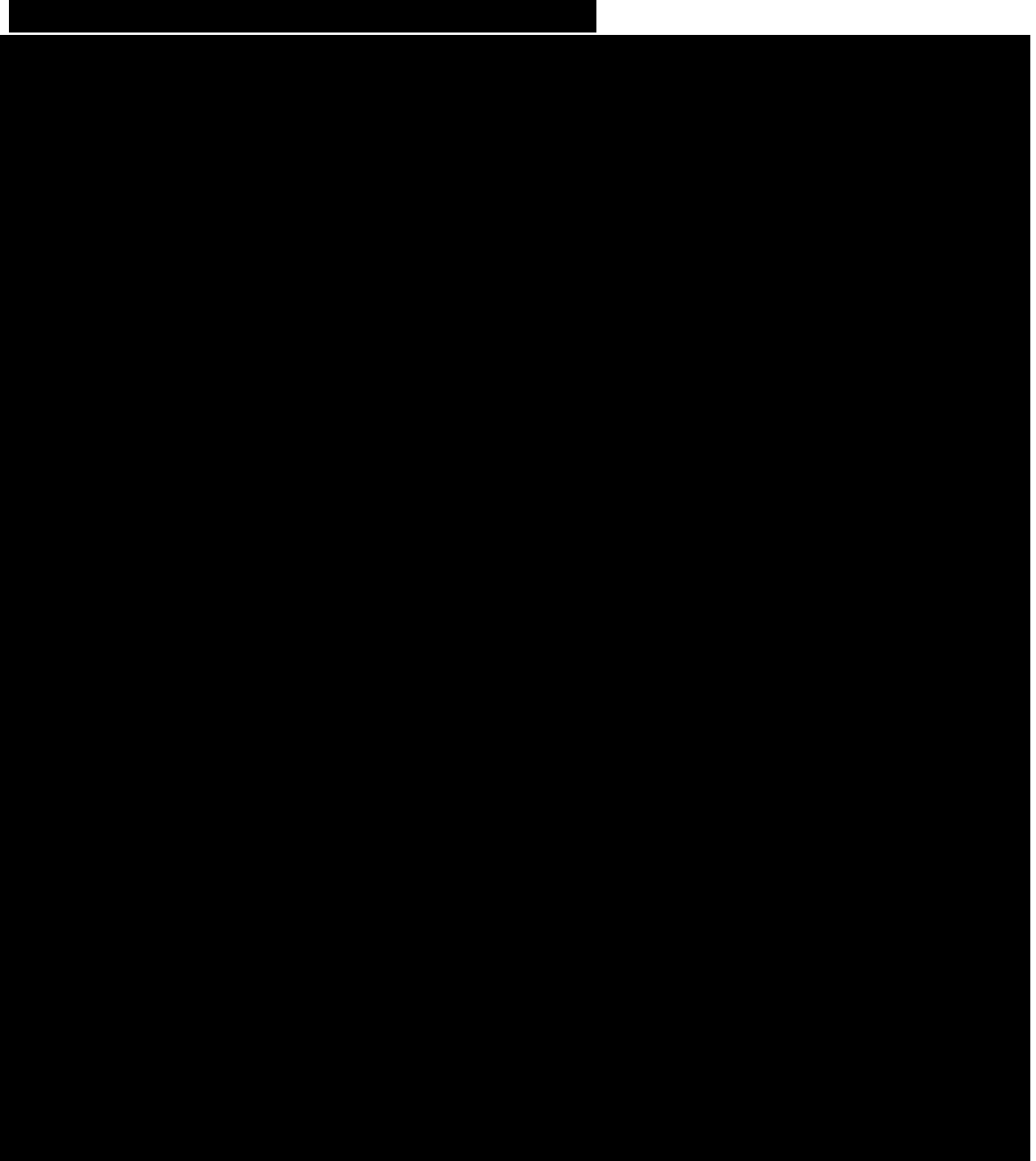
Public Officials

Attentive Energy is committed to open communication with public officials and policy makers at the local, county, State, and Federal levels. Maintaining open dialogue with public officials will ensure they can respond to constituent questions and concerns, refer Attentive Energy to other interested stakeholders, and share district-specific feedback. Attentive Energy has already briefed or offered briefings to over 60 public officials along the Project route (such as U.S. Senators and Congress members, New York State Senators and Members of Assembly, Borough Presidents, and NYC Council Members), creating open lines of communication that will facilitate future conversations at various stages of the Project. In addition to these briefings, Attentive Energy has testified at NYC Council oversight hearings, reinforcing support for the Climate Act and related topics such as air quality and economic development.

Federal, State, and City Government Organizations

Communication with public agencies has been a regular feature of Attentive Energy’s outreach approach, which includes in-person introductory meetings, phone and email correspondence, and the Project update meetings. Attentive Energy will support any required agency processes for public involvement by committing to notification and outreach requirements (e.g., translations of public notices, frequent engagement with Community Boards), educating the public on the regulatory processes applicable to the

Project, and disseminating information about the Project and how to get involved. Government organizations will also play an important role in how Attentive Energy learns about and implements regulatory requirements, best practices, and relevant ordinances. Attentive Energy will consult with the following agencies on specific topics (Table 2).



Emergency Responders

Attentive Energy has already engaged with emergency responders to provide important Project information and will continue to do so throughout the Project lifecycle. Emergency responders will continue to provide Attentive Energy with information related to emergency response planning and potential natural and environmental hazards to inform the Project's safety initiatives. In coordination with local officials and the U.S. Coast Guard, Attentive Energy will develop an Emergency Response Plan that will be submitted to the Federal government as part of the overall permitting process. Attentive Energy will continue to keep emergency responders – including the NYC Police and Fire Departments, NYC Emergency Management, New York State Police, and the U.S. Coast Guard – informed of Project updates during every stage of development.

New Jersey Stakeholders

A portion of the Project's export cable route travels through New Jersey State waters. Attentive Energy will engage relevant New Jersey stakeholders during Project development. Key New Jersey stakeholders include fisheries and maritime industry operators (of which engagement is guided by Attentive Energy's Fisheries Communication Plan and Fisheries Mitigation Plan), as well as the coastal tourism and recreation sector. While not New York-based, key New Jersey stakeholders will be interested in the Project and will be invited to provide input.

2.2 Assigning team members in your organization as the primary relationship holder

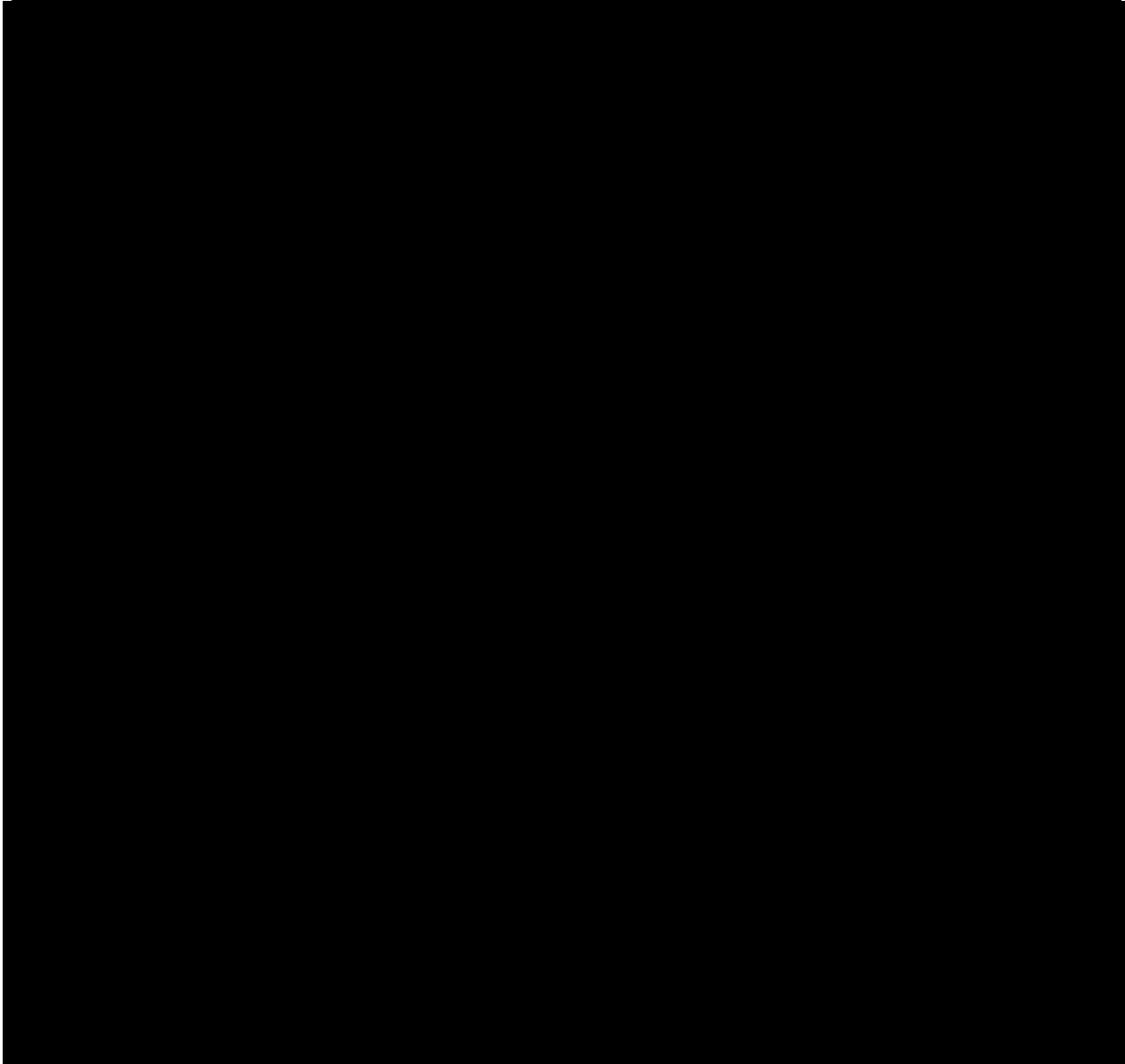
This section will provide a list of communication officers, their role, and name and contact information. The list should provide stakeholders with an understanding of who should be called for a particular issue or question. Proposers should indicate if and who reports to certain staff members such that NYSERDA may understand organizational structure. In addition to this list, Proposers should explain how stakeholders will access this list and how it will be kept current to reflect organic changes and turnovers in responsibilities throughout the Project life cycle.

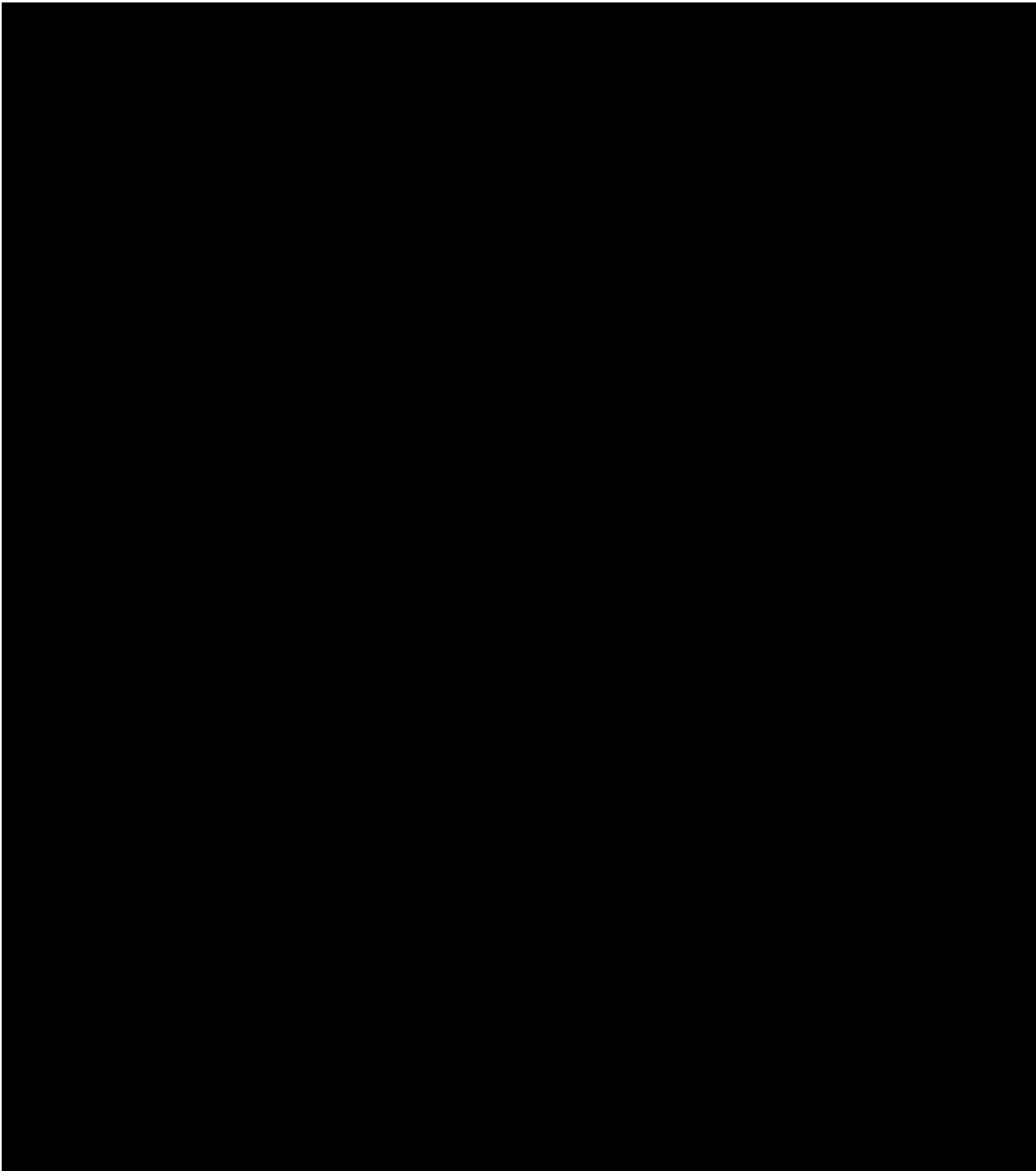
Relationship management will be driven by community liaisons who are experienced in engaging offshore wind stakeholders. The selected community liaisons are trustworthy messengers for the communities they represent. Table 3 lists the community liaisons for the Project, their roles/responsibilities, contact information, and which stakeholder group(s) they will engage. Overlap between stakeholder groups and liaisons is intentional.

Generally, the following departments will own the relationships with the stakeholder groups listed, although outreach to these groups, particularly frontline and Disadvantaged Communities and Environmental and Political Advocacy Organizations, will overlap:

- **Frontline and Disadvantaged Communities, Community-Based Organizations, Indigenous Nations & Environmental and Political Advocacy Organizations:** External Affairs and Community Engagement Departments

- **Just Transition, Workforce Development, and Minority and Women Owned Business Enterprises/Service-Disabled Veteran Owned Businesses:** External Affairs and Community Engagement Departments
- **Fisheries/Maritime Industries, Coastal Tourism, and Emergency Responders:** External Affairs, Community Engagement, Supply Chain and Workforce Development Departments
- **Government Agencies and Elected Officials:** External Affairs, Public Affairs, Community Engagement, and Permitting Departments





Stakeholders will be able to access this list via the Project website. Attentive Energy will update the list of primary relationship holders on an ongoing basis to account for organic changes and turnovers in responsibilities throughout the Project lifecycle.

3. Stakeholder Engagement Goals/Objectives

3.1 Defining Objectives and Desired Outcomes

This section should describe goals and desired outcomes developed through a collective understanding of shared interests for each stakeholder group identified in 2.1.

- Attentive Energy shall define the issues and/or information prioritized by each stakeholder group in collaboration with stakeholders.
- Attentive Energy shall list goals set for benefiting disadvantaged communities consistent with the Climate Act’s focus on building an inclusive, clean energy economy including education, training, and hiring opportunities.
- Attentive Energy shall list engagement activities to date and planned activities to incorporate the perspectives of Disadvantaged and Environmental Justice Communities to the offshore wind development.
- Attentive Energy shall list identified opportunities for collaborative decision-making and efforts throughout the development process with community members, local elected officials, relevant businesses, institutions, environmental justice communities, disadvantaged communities, and non-profit organizations including but not limited to MOUs and LOIs.

Following on the principles outlined previously, implementation of the Stakeholder Engagement Plan will be guided by four overarching themes and focused objectives:

- **Knowledge Sharing**
 - Effectively communicate the primary purpose and details of the Project and offshore wind to communities
 - Utilize media channels and create a newsletter to share Project updates with the general public
 - Foster community understanding of the Project by maintaining regular contact with stakeholders, community leaders, and the general public to strengthen existing relationships and build new ones that are similarly positive, transparent, accountable, and long-term
 - Desired Outcome: Foster community understanding of the Project by maintaining regular contact with stakeholders
- **Accountability and Value Alignment**
 - Empower members of Disadvantaged Communities and other stakeholders to provide input to the Project regarding their perspectives, concerns, and aspirations.
 - Publish a periodic tracker of how the Project aligns with goals outlined in the New York Climate Action Plan, particularly Just Transition principles (Table 2 of the Climate Action Plan)
 - Share periodic Project updates with communities and the general public through a newsletter
 - [REDACTED]

- Desired Outcome: Empower members of Disadvantaged Communities and other stakeholders to provide input and help shape the Project’s community development approach, as well as to measure progress
- **Inclusive Decision-Making**
 - Convene a series of planning workshops with key stakeholders to capture their interests, priorities, and concerns
 - Ensure that economic benefits from the Project accrue to impacted communities through local hires and local procurement
 - Desired Outcome: Inform Project plans with input from stakeholders
- **Deliver Workforce Training and Jobs in Offshore Wind**
 - Inform the community about offshore wind opportunities and develop a local workforce that is empowered to take advantage of these opportunities
 - Partner with organizations to fund educational programs and workforce development opportunities
 - Desired Outcome: Create job opportunities associated with the Project, especially in Disadvantaged Communities, and train a local workforce capable of securing those opportunities

Offshore wind stakeholder groups maintain unique and shared interests and desired outcomes regarding the Project. Therefore, the above list of engagement objectives are predicated on priority issues identified by frontline communities, Disadvantaged Communities, Fishing Communities, and Just Transition and Workforce stakeholders, which Attentive Energy heard through years of engagement. Priority issues are provided in the Disadvantaged Communities narrative in Section 18 of this Submission.

As the Project moves forward, Attentive Energy will continue engagement activities and conversations to identify other issues and information that are pertinent to stakeholders and lead to successful engagement outcomes. Further, the above Stakeholder Engagement Plan goals will develop over time as more stakeholder engagement occurs. Meanwhile, they maintain a clear organizational structure and approach including quantitative and qualitative metrics for both process and outputs, which are provided in Section 4 of this document.

Existing Engagement Activities to Incorporate the Perspectives of Disadvantaged Communities and Environmental Justice Communities

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Local community-based organizations, community leaders, and resident associations near the Project site have also been engaged to ensure that planning is informed by local priorities and aspirations. Attentive Energy will undertake additional outreach efforts to encourage active participation by residents of Environmental Justice and Disadvantaged Communities throughout all

stages of the Project. A full list of community stakeholders that have been engaged to date by Attentive Energy is provided as an attachment to Section 16 of this Submission. Additional potential activities for incorporating the perspectives of Disadvantaged and Environmental Justice Communities to the offshore wind industry and this Project are outlined in Section 4 of this document.

4. Stakeholder Engagement Activities, Consultations, and Partnerships

4.1. Planned Activities and Outreach

This section shall detail options for engagement activities and follow-up with community members, local elected officials, institutions, local businesses, and nonprofit organizations. Engagement activities detailed in this section should specify with what stakeholder groups they will be leveraged. While it is critical to include a wide range of voices, including the key stakeholder groups illustrated in Section 4, it is also necessary to direct a concerted effort towards engagement to include historically marginalized groups traditionally left out of development decisions, such as disadvantaged and frontline communities. A thoughtful approach to planned activities and outreach will specifically detail how these efforts are tailored to and vary to uniquely consider each stakeholder group and increase awareness and participation from each group.

- Attentive Energy shall list engagement approaches and activities specific to stakeholder groups defined in 2.1.
- Attentive Energy shall detail accessibility factors, especially for Disadvantaged Communities, including convenience of meeting times and accessibility of locations or virtual platforms, childcare needs, language and interpretation needs, and variety of opportunities to participate and ways to provide input are considered in planned activity and outreach.
- Attentive Energy shall detail their anticipated outreach and schedule prior to informing stakeholders of planned activities including alerting NYSERDA and posting public events to their project website's event pages.
- Attentive Energy shall detail their plan for providing consistent follow-up with the stakeholders they have engaged, especially members of Disadvantaged Communities, to make clear how their input was considered, and/or provide learning opportunities to raise awareness of and gain support for the Project with the stakeholders.
- Attentive Energy shall participate in technical working groups related to fisheries, marine, jobs and supply chain, and other potential technical working groups to ensure industry coordination.

Attentive Energy will meet all necessary stakeholder engagement reporting requirements and will inform NYSERDA of the outreach and engagement schedule of planned activities. To ensure that stakeholder groups and the public receive accurate and timely notice of engagements and Project development updates, Attentive Energy will also use several proven outreach methods to track outcomes. Attentive Energy has placed a strong focus on accountability and has already begun to record key engagements, memorializing meetings with detailed summaries, creating attendance lists and key follow-up items. Per its lease with Bureau of Ocean Energy Management, Attentive Energy is required to produce progress reports every six months during the Project's development. These must include detailed descriptions of stakeholder engagement and the critical issues discussed. Attentive Energy will submit these progress reports to NYSERDA contemporaneous with submitting them to Bureau of Ocean Energy Management.

Knowledge Sharing

Attentive Energy will continue to engage stakeholder groups on the Project and timeline, opportunities for public input, and key inflection points. Information about public meeting dates, locations, and details will be provided in a timely manner and meetings will be made accessible to diverse populations. Through these engagements, stakeholders in Disadvantaged Communities across the State will learn about both the Project and the offshore wind industry. These meetings will inform stakeholders about opportunities and resources available to them through the Project, such as MWBE/SDVOB procurement, workforce development, and continuing education.

Attentive Energy will issue regular press releases on Project milestones, invites media representatives to public information meetings, and shares fact sheets and other materials to keep the media and the public informed. Attentive Energy will continue holding project briefings with key stakeholder groups, such as environmental and advocacy organizations, fishery stakeholders, maritime stakeholders, steel industry representatives, unions, Tribal Nations, government agencies, public officials, and local leadership. General community meetings and presentations will target Disadvantaged Communities and will be provided to each frontline community and the ten distinct regions across the state.

Attentive Energy will consider using the following methods; engagement will be tailored to each unique stakeholder and dependent on Project phase and ongoing activities

Outreach and communications methods:

- Social media postings
- Project website, which will include:
 - Outreach event calendar
 - Components of overall Project plan
 - Maps of the Lease Area
 - Public fact sheets, one-page Project descriptions, and other Project material
- Email distributions to existing email listservs
- Direct mail: Letters, postcards, and other printed communications
- Online comment portals and digital and print surveys
- Press releases in print (community newsletters and local newspapers) and broadcast media
- Physical fliers and canvassing
- Signage and billboards in the vicinity of the Project's impacted areas

Engagement methods:

- Project briefings and coordination with key stakeholder groups
- General community meetings and presentations (either in person or virtual) with Attentive Energy as either a host or participant
- Port visits, port hours, and open houses
- Other public events

Metrics for Success

Quantitative:

- Number of social media posts and click-through rates, email distributions, and email open rates

- Number of canvassing events and their locations
- Records of press releases, public official and leadership communications, signage, and other outreach
- Event registration and attendance metrics

Qualitative:

- Feedback recorded via comment data, meeting notes, surveys, and/or recordings regarding how Attentive Energy is hearing and responding to concerns
- Feedback synthesis documents

Timeline

Begin in 2019 and will remain ongoing throughout all phases of the Project

Accountability and Value Alignment



Attentive Energy will consider using the following methods; engagement will be tailored to each unique stakeholder and dependent on the Project phase and ongoing activities

- [Redacted]
- 1:1 meetings with key stakeholders

Metrics for Success

Quantitative:

- Number of meetings and meeting attendance

Qualitative:

- Meeting minutes and regular reports detailing community insights regarding priorities, concerns, engagement processes, and accessibility needs
- [Redacted]
- Tracking the ongoing alignment between the Project activities and the Just Transition Principles as outlined in the New York Climate Action Plan

Timeline

Ongoing throughout the Project lifecycle, beginning post-Project award

Inclusive Decision-Making

Attentive Energy will convene a series of planning workshops with key stakeholders to capture their priorities and concerns about site plans. These key stakeholders include communities surrounding Ravenswood, Diversity, Equity, Inclusion and Justice businesses, economic and workforce development organizations, community-based and environmental organizations, labor leaders and organizations, training and research institutions, public officials, Federal and State government agencies, coastal communities, commercial and recreational fishermen, and tourism operators. The findings from these planning workshops will inform final project plans.

Attentive Energy will consider using the following methods; engagement will be tailored to each unique stakeholder and dependent on Project phase and ongoing activities

- Public workshops, meetings, and forums
 - Presentations including a moderated questions and answers and small group breakout sessions
 - Interactive activities for envisioning the Project and providing feedback
 - Virtual and in-person engagement opportunities

Metrics for Success

Quantitative:

- Number of workshops
- Event registration and attendance metrics

Qualitative:

- Feedback recorded via comment data, notes, and/or recordings from community meetings and presentations
- Feedback synthesis documents

Timeline

Space planning workshops will be carried out throughout the Design/Pre-Construction phase of the Project, between 2023 and 2026

Community Building, Benefits, and Equity

Attentive Energy is committed to supporting community organizations to foster economic empowerment and environmental justice. Building off one-on-one engagements with community organizations during the proposal phase, Attentive Energy will coordinate and host meetings regarding community benefits and equity investments. In working with local organizations, such as housing and transportation groups, community centers, and environmental justice advocates, Attentive Energy aims to identify ways to maximize the community benefits the Project delivers.

Attentive Energy will consider using the following methods; engagement will be tailored to each unique stakeholder and dependent on Project phase and ongoing activities

- Community forums, meetings, and open houses (in person at Ravenswood and local community centers as well as virtual) to inform the development of community benefits
- Community surveying
 - Online and printed text question-based surveys available at pickup locations
 - Interactive online mapping
- Distribution database
 - Stakeholder database that will provide Project information, as well as opportunities to ask questions and share feedback

Metrics for Success

Quantitative:

- Number of forums, meetings, and open houses
- Survey metrics and number of responses
- Reporting on community investments
- Number of Community Benefits Agreements completed

Qualitative:

- Lessons learned from pre-proposal investment prospects versus implementation

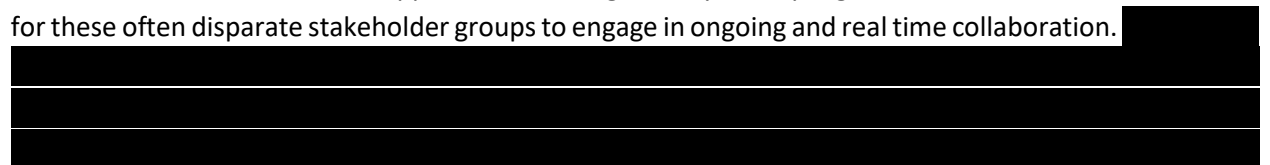
Timeline

Ongoing throughout the Project lifecycle, beginning post-Project award

Deliver Workforce Training and Jobs in Offshore Wind

Attentive Energy is committed to sharing information with the public about the burgeoning local offshore wind economy. Attentive Energy will coordinate and host public meetings regarding offshore wind education, as well as connect communities to workforce training, talent recruitment, and business incubation opportunities, particularly through Attentive Energy’s network of Just Transition and workforce development partnerships. Just Transition and workforce development partners will include workforce development, certification, technical training, soft skill training, pre-apprenticeship, non-degree, primary, secondary, and post-secondary education programs. Together, this network will help reduce barriers to entry into the offshore wind industry and build a sustained talent pipeline by providing skill-development to individuals of all education levels.

Attentive Energy recognizes that while workforce development, organized labor, economic development, and Just Transitions are intricately linked, professionals in each field have historically worked in silos. In order to activate the economic opportunities brought on by the rapid growth of offshore wind, it is critical for these often disparate stakeholder groups to engage in ongoing and real time collaboration.



[REDACTED]

Attentive Energy will consider using the following methods; engagement will be tailored to each unique stakeholder and dependent on Project phase and ongoing activities

- Tabling and information kiosks in high-traffic areas in the community, outside of New York City Housing Authority developments, at public events, and at festivals
- Lunch and learn events
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- Arts events and education opportunities
 - Engage community-based organizations to create public educational artwork about clean energy and a greener future
- Community events
- Offshore wind technical assistance
- Virtual, in-person, and phone counseling activities
- Supply chain initiatives including the Supplier Database and New York State Supplier Opportunity/Registry for Minority and Women Owned Business Enterprises and Service-Disabled Veteran Owned Businesses
- Post offshore wind workforce development opportunities on job boards and coordinate advertisements with local community boards, community colleges, and economic development and workforce development entities
- Career fairs
- Internships

Metrics for Success

Quantitative:

- Number of events, registrants, and participants
- Number of connections or referrals made to Just Transition and workforce development partners
- Number of job postings and advertisements shared
- [REDACTED]
- [REDACTED]

Qualitative:

- Best practices for inclusive workforce development across Project development stages
- Innovation around projects and labor to share across the industry

Timeline

[Redacted]

4.2 Planned Partnerships

This section should describe proposed or existing partnerships with community organizations, institutions, local businesses, and nonprofit organizations.

- Proposers should provide as much detail of the nature of these partnerships, and any particular hiring, training, or educational opportunities in local communities.
- Proposers should explain where partnerships may foster more business opportunities for local businesses to participate and benefit from the growing offshore wind industry.

[Redacted]

- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]

[Redacted]

- [Redacted]

[Redacted]

- [Redacted]
- [Redacted]

[Redacted]

- [REDACTED]
- [REDACTED]
- [REDACTED]

Accessibility Factors

Attentive Energy will continue to learn from stakeholders about potential barriers to engagement and is committed to meeting accessibility needs. Throughout the Project lifecycle, Attentive Energy will accommodate a variety of accessibility needs, including, but not limited to:

- Offering interpretation and translation services for Limited English Proficiency communities,
- Holding place-based in-person events and virtual events to accommodate more people,
- Providing a dial-in option during virtual meetings to accommodate those without a smart phone or internet access, and
- Providing engagements at different times of day and different days of the week to accommodate those working nontraditional hours or have caretaking responsibilities.

[REDACTED]

5. Tracking Progress and Communications

5.1 Tracking Stakeholder Engagement

This section should detail the tracking of relationships, activities, and both successful or unsuccessful outcomes from engagements.

- In an effort to require early and regular engagement with stakeholders that may be potentially affected by the project activities, NYSERDA is building upon contractual expectations regarding progress tracking in Quarterly Reports.
- Proposers should detail how they plan to track relationship progress with stakeholders and provide a current example of such a tracker. NYSERDA is open to accepting the same report style as the BOEM OCS Lessees are required to submit for the agency’s stipulated semi-annual progress report.
 - Options could include Tiering stakeholders by how well connected they are to the Project, or how by the number of times they’ve engaged in activity with their respective relationship owner. As events, meetings, and general communication occurs per quarter, Proposers should track stakeholder tiers and be able to show change in status of relationships and reasoning.
 - The tracking method chosen by Proposers should be able to depict proposed activities and provide updates on engagement activities, impacts on or benefits to the identified stakeholder groups identified in section 2.1, and how, if at all, a project has been informed or altered to address those challenges or benefits, as well as any planned engagement activities during the next quarterly reporting period.
 - In acknowledgment of the existing and growing consultation burden placed on many of the stakeholders, the stipulation also requires, to the maximum extent practicable, that Proposers coordinate with one another on engagement activities. It is NYSERDA’s intention that this requirement to coordinate engagement apply not only to meetings proposed by Proposers, but also to reasonable requests to coordinate engagement requested by stakeholders.
- Proposers should include tracking tables for goals defined in 3.1. that include when and where the goal is supported or achieved through engagement activities.
- Proposers shall provide a list of engagements along with the data seen in the table below.

Throughout the Project, Attentive Energy will track and measure progress on the Stakeholder Engagement Plan objectives outlined in F3 and will present this information to NYSERDA during regular Quarterly Reporting. In particular, Attentive Energy will measure and report on the quantitative and qualitative data outlined in F4.



Further, Attentive Energy will query participants of engagement activities to better understand their needs and to inform revisions to future engagement methods, with the goal of broadening participation. Attentive Energy will collect this voluntary information from stakeholders through various channels, such as an online comment portal, surveys, and event registration pages:

- Age groups
- Cellular, WiFi, and broadband Internet access
- Employment status and industry
- Essential workers/workers with nonstandard hours
- Gender
- Homeownership
- Income level
- Language needs
- New York City Housing Authority Residents
- Disabilities
- Parents and caretakers
- Race and ethnicity

All information will be collected voluntarily and anonymously.

As the Project moves forward post-award, Attentive Energy will utilize the table format provided in subsection 5.1 of Appendix F to track key metrics in NYSERDA's desired format. The table will include organization type, engagement type, goal/subject of engagement, marketing ahead of event, attendance targeted, final attendance, date of event, and follow-up material provided. A list of Attentive Energy engagement to date is provided as an attachment to Section 16 of this Submission.

5.2 Tracking Stakeholder Marketing Efforts

This section should detail the tracking of general communications or marketing campaigns to raise awareness among communities proximal to activities related to Project development, construction, operation, and decommissioning.

- Proposers should detail how they plan to track marketing efforts or public awareness campaigns and provide a current example of such a tracker.
- Proposers should detail their public awareness campaigns leveraged to communicate or advertise project development status, hiring opportunities and impacts on local communities. Community members should always be aware of project development impacting them, regardless of their individual support or interest in the activity.
- Proposers should detail marketing methods for raising awareness of workforce opportunities within Disadvantaged Communities.

- Proposers shall provide a list of such public campaigns or marketing efforts along with the data seen in the table below.

Attentive Energy’s public awareness and marketing campaigns are intended to spread awareness about the Project’s progress and impacts on communities, the offshore wind industry, and upcoming engagements and related workforce opportunities. [REDACTED]

[REDACTED]

[REDACTED] For example, these systems will capture the following information:

- Project detail to be communicated: Project status, schedule change, or employment opportunity
- Marketing Campaign Method
- Frequency of Communication or Marketing Collateral
- Feedback or Inquiries from campaign
- Dates and Duration of Campaign
- Location of Campaign

Attentive Energy views the Stakeholder Engagement Plan as a bridge to the Jobs and Workforce Plan included in this Submission. A crucial component of the Stakeholder Engagement Plan centers around Offshore Wind Education and Workforce Development Opportunities. Activities during this phase of engagement include, but are not limited to, tabling and information kiosks, lunch and learn events, education opportunities, and business incubation. These activities are designed to educate the community about offshore wind and share workforce opportunities related to the Project, funneling stakeholders into the offshore wind workforce talent pipeline.

Attentive Energy will publish open workforce opportunities on the Project website and through community partner communications channels, including agency websites and social media postings. Open positions will also be advertised on a variety of channels, including, but not limited to, digital platforms such as LinkedIn, by email newsletter, and disseminated to job boards at local universities.

When possible, Attentive Energy will attend pre-existing in-person hiring events to advertise open positions and education to K-12 and college-level students about careers in offshore wind. Each of these activities will be tracked and managed in the aforementioned client relationship management systems.

As the Project moves forward post-award, Attentive Energy will utilize the table format provided in subsection 5.2 of Appendix F to track key metrics in NYSERDA’s desired format. The table will include project detail to be communicated, marketing campaign method, frequency of communication or marketing collateral, feedback or inquiries from campaign, dates and duration of campaign, and location of campaign.