Learning from the Experts Webinar Series

Stakeholder Engagement & Offshore Wind

Rebecca Karp
Managing Principal & CEO
Karp Strategies

Andel Koester
Director
Karp Strategies

June 22, 2022
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
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.
Engagement: Moving at the Speed of Trust

Rebecca Karp
Managing Principal + CEO

Andel Koester
Director

NYSERDA: Learning from the Experts
Stakeholder Engagement & Offshore Wind

June 22, 2022
Who Are We and Why Are We Here?

Rebecca Karp
Managing Principal & CEO

Andel Koester
Director
What is engagement?

Why is engagement important?

How do we maximize outcomes—and derisk projects—for all stakeholders involved?
Karp Strategies is an equity-driven WBE/DBE/SBE-certified urban strategy consultancy founded in 2015.

We take analysis of data, people, and place to action so that government agencies, private companies, and non-profit organizations can make better decisions.

Our holistic approach helps our clients move their projects forward to build better communities and stronger cities.
What is Engagement?
ARNSTEIN'S LADDER (1969)
Degrees of Citizen Participation

Engagement is a Spectrum
<table>
<thead>
<tr>
<th>INFORM</th>
<th>COLLECT + INFLUENCE</th>
<th>COLLABORATE</th>
<th>BUILD CONSENSUS</th>
<th>SHARE POWER &amp; RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fliers</td>
<td>Interviews</td>
<td>Workshops</td>
<td>Working Groups (Serial)</td>
<td>Community Benefits Agreements</td>
</tr>
<tr>
<td>Presentations</td>
<td>Walking Tours</td>
<td>Task Forces</td>
<td>Negotiations</td>
<td>Quasi-Governmental Advisory Committee</td>
</tr>
</tbody>
</table>

Engagement is a Spectrum
INFORM

COLLECT + INFLUENCE

Fliers
Presentations

INTERVIEWS

COLLABORATE

Workshops
Task Forces

WORKSHOPS

BUILD CONSENSUS

Working Groups (Serial)
Negotiations

BUILDING GROUPS

SHARE POWER & RESOURCES

Community Benefits Agreements
Quasi-Governmental Advisory Committee

Timeline

Engagement is a Spectrum

Fliers

Presentations

06.22.2022 Karp Strategies
Engagement is a Spectrum

Timeline

week 1
week 52
week 104
INFORM

COLLECT + INFLUENCE

COLLABORATE

BUILD CONSENSUS

SHARE POWER & RESOURCES

Fliers
Presentations

Interviews
Walking Tours

Workshops
Task Forces

Working Groups (Serial)
Negotiations

Community Benefits Agreements
Quasi-Governmental Advisory Committee

Timeline

week 1

week 52

week 104

Engagement is a Spectrum

06.22.2022

Karp Strategies
**INFORM**

- Fliers
- Presentations

**COLLECT + INFLUENCE**

- Interviews
- Walking Tours

**COLLABORATE**

- Workshops
- Task Forces

**BUILD CONSENSUS**

- Working Groups (Serial)
- Negotiations

**SHARE POWER & RESOURCES**

- Community Benefits Agreements
- Quasi-Governmental Advisory Committee

---

**Timeline**

**Inform**

- Collect + Influence
- Collaborate
- Build Consensus
- Share Power & Resources

- Week 1
- Week 52
- Week 104

---

**Engagement is a Spectrum**

06.22.2022  Karp Strategies  11
Offshore Wind Development Timeline

- **Leasing Process**
  - Site Assessment & Surveys
  - BOEM Environmental & Technical Reviews
- **Design, Construction & Installation**
- **Operations, Adaptive Management**
- **Decommissioning**

- ~10–15 years
- 30 years
- ~2–5 years

Engagement is a Spectrum

06.22.2022
Karp Strategies
Why is Engagement Important?
Why is Engagement Important?
What is the Just Transition?
What is the Just Transition?
Opportunity: Making the Just Transition Happen for OSW
What Engagement Is… and What It’s Not
What’s at Stake?
What’s at Stake?
How Do We Maximize Outcomes for All?
Opportunity: Workforce Development
Opportunity: Economic Development
How Engagement Realizes These Opportunities
Engagement is a Spectrum: Landscape of OSW Opportunities
Invest in sharing resources & power

Center BIPOC and disadvantaged communities

Engagement can maximize outcomes & reduce risks for all

Takeaways
Engage in different ways over time

Partner with environmental justice & front-line leaders

Build solutions with communities

Call To Action
Thank You!

Rebecca Karp
Managing Principal + CEO
718.490.1431
rebecca@karpstrategies.com

Andel Koester
Director
347.618.4955
andel@karpstrategies.com

26 Broadway, 3rd Floor
New York, NY 10004

www.karpstrategies.com
Coming Next:

Summer 2022
• Movement Models & Offshore Wind, with DHI
• Emergency Response Planning for OSW, with G+
• Equity Considerations for OSW Development, with Hester Street

Reminder to participate in our one-year anniversary survey!

Visit wind.ny.gov to register

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