

Section 16
Stakeholder Engagement Plan

Attachment 16.A
Stakeholder Engagement Plan



Stakeholder Engagement Plan

for

Beacon Wind Project 2

Version [1.0]

**Prepared pursuant to Section 12.13 of the Offshore Wind
Renewable Energy Certificate Purchase and Sale Agreement
[contract number, date ((NY3))]**

with

New York State Energy Research and Development Authority
Albany, NY

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Acronyms and Abbreviations

BOEM	Bureau of Ocean Energy Management
BW2	Beacon Wind 2
DAC	Disadvantaged Communities
EJ	Environmental Justice
Beacon Wind	Beacon Wind LLC
NY Project	Beacon Wind Project
NYS	New York State
NYSDEC	New York State Department of Environmental Conservation
NYSERDA	New York State Energy Research and Development Authority
Project	Beacon Wind Project
SEP	Stakeholder Engagement Plan



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.

- Beacon Wind has prepared the Stakeholder Engagement Plan (SEP) described herein as part of its ongoing commitment to meaningful engagement and dialogue with interested stakeholders, including the community and the general public.
- The SEP demonstrates Beacon Wind’s commitment to robust, inclusive, and transparent engagement, and details the approach Beacon Wind will take to:
 - Identify stakeholders in the area of the proposed project;
 - Build public awareness and understanding of the project;
 - Encourage and collect public input and incorporate that input into planning and execution of the project; and
 - Ensure project benefits accrue to the community.
- The SEP encourages and champions community representation, putting disadvantaged and traditionally underserved communities at the forefront of initiatives to maximize environmental benefits, spur economic development, and create jobs in New York.
- Beacon Wind’s approach to public engagement is to be a responsible, accountable, and engaged member of the communities in which it works and operates.
- Beacon Wind will make efforts to engage with and respond to a diverse array of stakeholders early and often, working under four foundational principles:
 - **Open:** Beacon Wind promotes transparency and embraces diversity and new perspectives.
 - **Courageous:** Beacon Wind uses foresight, identifies opportunities, and manages risk.
 - **Collaborative:** Beacon Wind engages with, respects, and earns the trust of Beacon Wind’s business partners and society.
 - **Caring:** Beacon Wind seeks zero harm to people, wildlife, or the environment, acting in a sustainable, ethical, and socially responsible manner.
- In terms of stakeholder engagement, Beacon Wind’s mission is to communicate with affected communities to help realize the benefits that offshore wind energy can provide, including the use of benefit agreements for host communities where appropriate, initiatives focused on workforce training and supply chain access for



- small, minority and women-owned businesses, and reducing pollution brought on by replacing fossil fuels with renewable energy sources.
- In terms of accountability, Beacon Wind is focused on being an active, responsible neighbor and member of the community that listens closely to community input when evaluating the plan for developing its projects.
 - Our core mission aligns with New York State’s requirement that community members who are impacted by a public works project should have a say in the project’s decision-making process.
 - Beacon Wind will make an effort to engage municipalities and interested groups, and account for their views in the project planning and decision-making process in order to build support for the project from the ground up.
 - Beacon Wind seeks to achieve five specific objectives:
 - Identify and provide accurate, factual, timely, and relevant information to stakeholders.
 - Build and maintain trustworthy and constructive stakeholder relationships.
 - Provide a range of opportunities for meaningful public engagement and stakeholder consultations through each project phase.
 - Incorporate stakeholder input into project design, construction, and operations plans, wherever feasible.
 - Deliver tangible and direct economic benefits equitably to local communities, with a specific focus on disadvantaged communities.

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).

- Beacon Wind employs a systematic approach to stakeholder engagement that enables us to identify and track the full range of potentially affected stakeholders and their views, including using stakeholder analysis tools to map the overall universe of engaged participants in Beacon Wind’s project and to identify gaps in engagement to ensure robust coverage of all stakeholders.
- Beacon Wind will track progress and adjust strategies to achieve the goals set for meaningful stakeholder engagement in the SEP.



1.2.1 Stakeholder Mapping

- Beacon Wind has and will continue to perform stakeholder mapping exercises to obtain up-to-date population, cultural, and economic statistics and information on relevant communities and interest groups.
- Beacon Wind will use stakeholder mapping as a key component of its long-term approach to public engagement, including responding to changing stakeholder characteristics, such as population, economy, and culture.
- Tools Beacon Wind uses in stakeholder mapping include:
 - Borealis Software’s Stakeholder Engagement Platform (or other appropriate software or platforms) to understand stakeholders and structure and implement an effective engagement process.
 - US Census Bureau Datasets and EJSCREEN
 - New York State Opportunity Zones
 - NYS Potential EJ Areas
 - Guidance on Disadvantaged Communities
- Beacon Wind will thoroughly track, analyze, and consistently update the stakeholder engagement process in Borealis to review the progression of stakeholders’ levels of interest in the project, understanding of the project, and their level of support.
 - Investment in this activity enables institutional knowledge across projects and phases, allows for consistency and accountability with Beacon Wind’s stakeholders, and provides essential reports that document stakeholder awareness, understanding, and engagement.
 - Beacon Wind will utilize these reports to evolve its outreach program to fit the changing needs of stakeholders.
- Beacon Wind will detail the allocated resources that it will use to continuously support long-term engagement and BW2 initiatives.
- Beacon Wind will implement a long-term engagement process that produces input that will be shared with Beacon Wind’s technical project teams over the lifetime of project development, construction, and operations.
- Beacon Wind will 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 (DAC) participation.
- Beacon Wind will seek input and respond to community and stakeholder concerns, to build understanding of project benefits, which include:
 - Reduced energy burden



- Avoided health and social costs
 - Added climate resiliency and avoided environmental costs
 - Host community tax and economic benefit agreements
 - Community focused permitting process
 - Jobs and job training
 - Expanded supply chain opportunity and capacity
 - Equitable participation and benefits accruing to economically disadvantaged and EJ communities
- Beacon Wind will share and review reports on stakeholder activity and input with engagement and technical teams, and with NYSERDA, to update progress, affirm the commitment to engagement, and to identify opportunities for enhanced messaging and communication throughout and beyond the development process.

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.

- Beacon Wind will follow the practice of public participation, as published by the [International Association of Public Participation \(iap2\)](#), which include:
 - Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
 - Public participation includes the promise that the public's contribution will influence the decision.
 - Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
 - Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
 - Public participation seeks input from participants in designing how they participate.
 - Public participation provides participants with the information they need to participate in a meaningful way.
 - Public participation communicates to participants how their input affected the decision.
- Beacon Wind will periodically review guidance documents, publications, and public engagement plans for similar large scale infrastructure projects elsewhere to collect best practices and lessons learned.
- Such documents include:



- NYSERDA Guiding Principles for Offshore Wind Stakeholder Engagement: <https://www.nyserda.ny.gov/all-programs/offshore-wind/focus-areas/connecting-with-new-yorkers>
- NYSERDA Learning from the Experts, webinar series: <https://www.nyserda.ny.gov/osw-webinar-series>
- International Association of Public Participation: The Journal of Deliberative Democracy (<https://www.iap2.org/page/jdd>)
- Resources available from the U.S. Department of Energy, U.S. Department of Environmental Protection and Federal Highway Administration,
- Guides and procedures as defined by NYSERDA, and
- Plans and reports issued by other relevant state and federal regulatory authorities.

2. Stakeholder Identification and Stakeholder List

2.1 Overview and Stakeholder Identification Objectives

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

- Beacon Wind will create and implement different communication strategies for the different stakeholder groups identified for this SEP for public outreach.
- Beacon Wind will use established relationships to be responsive to public concerns and to build support through a robust, meaningful, and transparent public involvement process. The information gained from outreach related to Beacon Wind and its affiliates' existing projects, and from pre-bid outreach, has bolstered Beacon Wind's understanding of what affected communities value and seek from the project, and has forged strong relationships between Beacon Wind, its affiliates, and key stakeholder groups. Pre-bid outreach activity has included more than 160 meetings and public information sessions with groups in each of the above categories to initiate conversations, present BW 2, and collect stakeholder and community input.
- Beacon Wind will identify specific stakeholders through ongoing engagement and information provided by members of the community, other stakeholders, guidance from local and state government contacts, prior submissions of other offshore wind solicitations, review of New York State GIS (Geographic Information Systems) records, tax records, research, and the extensive experience of Beacon Wind's stakeholder engagement team in advancing similar projects.
- Beacon Wind has taken the following steps in its pre-bid preparatory work to identify DACs potentially impacted by the project:
 - Beacon Wind has identified and will address preliminary goals, issues, and desired outcomes for each of the potentially impacted DACs using the New York State Disadvantaged Communities Map.



- Data has been collected from the US Census Bureau American Community Survey 2018-2023 5-Year Estimates for the purposes of this planning including economic, social, and language diversity data for the Project area, sourced from ACS: Census report:
<https://censusreporter.org/profiles/79500US3604101-nyc-queens-community-district-1-astoria-long-island-city-puma-ny/#language>.
 - Beacon Wind has utilized New York City Department of Health ArcGIS to identify EJ Areas in and around the project area.
 - Beacon Wind has consulted with community-based organizations and leaders, elected officials, business owners, and other citizens (including local residents and property owners) in many potential EJ areas and will continue to meet with and expand engagement.
 - Beacon Wind will add or remove communities following annual review processes and make appropriate engagement adjustments.
- Beacon Wind has identified the following stakeholder categories for the NY Project Area and assigned each to a department within Beacon Wind:

Category	Department
Host Communities	Stakeholder Engagement
Youth Groups	Stakeholder Engagement
Federal, State, and Local Governments	Stakeholder Engagement
Environmental Groups	Permitting
Non-Governmental Environmental and Special Interest Groups	Stakeholder Engagement
Environmental Justice Groups	Stakeholder Engagement
Labor Organizations	Labor Liaison/Labor Counsel
School, Civic, and Community Organizations	Stakeholder Engagement
Affected Property Owners	Commercial and Permitting
Academic Institutions	Stakeholder Engagement
Native American Tribal Groups	Permitting/Stakeholder Engagement
Port Owners and Operators	Facilities Management
Fisheries and Marine-Based Businesses	Permitting
Media	Communications



2.2 Assigning Team Members 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.

- Beacon Wind's team of government relations, communications, and community outreach professionals lead on-the-ground stakeholder engagement, including that which is focused on the Beacon Wind project.
- The following is the organization and listing of team members with primary responsibility for stakeholder engagement and external relations, including government, community, and media. This list will be published on the Beacon Wind project website and will be reviewed to reflect organizational changes throughout the project lifecycle.

Name/Title	Role/Responsibilities	Contact Information
David Marks	Head of Government and Public Affairs	DAVIM@Beacon Wind.com 203-451-7690
Tom Cunningham	Senior Public Affairs Manager	thcu@Beacon Wind.com 202-213-7346
Harrison Feuer	New York Director of Public Affairs	HFEU@Beacon Wind.com 917-495-4914
Kristin Kelleher	Stakeholder Engagement Manager, New England	krke@Beacon Wind.com 978-652-8795
Ana Fisyak	Community Engagement Manager, Queens	AFIS@Beacon Wind.com 917-679-9825
Susan Lienau	Community Engagement Manager, Long Island	SUSL@Beacon Wind.com 631-987-5265



Jennifer Edwards	Community & Environmental Investment Manager	jegi@Beacon Wind.com 832-638-5562
Alba Pena	Community Engagement Manager, New York City	albp@Beacon Wind.com 718-223-0414
Amanda Schoen	Director of Industry Relations	amsch@Beacon Wind.com 860-770-9487

3. Stakeholder Engagement Goals

3.1 Defining Goals 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 Section 2.1.

- Beacon Wind will define the issues and/or information prioritized by each stakeholder group in collaboration with stakeholders. As part of these efforts, Beacon Wind will:
 - Engage stakeholders and interested parties in an approach that is both inclusive and equitable, developed in alignment with Climate Act requirements.
 - Encourage public involvement through the development, construction, and operation phases of the project.
 - Address local interests and identify strategies to mitigate concerns raised by the public, working toward actionable solutions that contribute to long term social and economic development.
 - Solicit feedback and input early and often from the public and affected agencies.
 - Deliver outreach materials and project information to ensure stakeholders are well informed regarding project timelines, progress, and key decision dates, amplifying opportunities to participate in the process.
 - Partner with local governments and community groups to ensure transparent and mutually beneficial project outcomes.



- Beacon Wind has initiated stakeholder collaboration to define the issues priorities by each stakeholder group, and to set preliminary goals, and desired outcomes for each of the specified stakeholder categories as follows:
 - Host communities: engage members of such communities in collaborative partnership to build positive relationships and ensure input and feedback is collected from affected communities.
 - Federal, State, and local governments: ensure that elected leadership and policymakers at the local, county, state, and federal levels are informed of the project, and can provide input and raise questions.
 - Non-Governmental Environmental and Special Interest Groups: engage with such groups to help identify specific concerns, resources, opportunities, and interests in key areas, such as wildlife preservation, maritime and fisheries, and the clean energy transition.
 - EJ Groups and Disadvantaged Communities: reach out to members of EJ groups and DACs to encourage participation and input, and identify opportunities to advance economic and health objectives.
 - Labor organizations: outreach and engagement with labor organizations to collect information and identify opportunities for ensuring jobs and economic development, including workforce training programs and wraparound services for trainees.
 - School, Civic, and Community Organizations: attend meetings held by these groups to better understand local needs and interests and provide information about the project development on an ongoing basis.
 - Affected Property Owners: maintain and update the list of affected landowners and intervenors to ensure they receive project information and are specifically engaged to comment on the project and identify specific concerns, such as property value, viewshed impacts, safety, and traffic.
 - Native American Tribes: build on existing outreach to New York Native American tribes by continuing to brief interested tribes on the Project, guided by its Native American Tribes Communication Plan.
 - Port Owners and Operators: meet with port owners and operators throughout project development, briefing them on project progress, and identifying collaborative initiatives to maximize the advantages to the new offshore wind industry.
 - Media: keep media apprised of project developments with regular releases, advisories, notice of public events, and periodic briefings.
 - Fisheries and Marine-based businesses: continue to conduct outreach to fisheries groups and businesses, including inviting their participation in public information meetings, consistent with Beacon Wind's fisheries mitigation plan.



- Beacon Wind has established the following goals consistent with the Climate Act’s focus on building an inclusive, clean energy economy including education, training, and hiring opportunities, with a specific focus on DACs.
 - Beacon Wind will develop an approach that is both inclusive and equitable, developed in alignment with Climate Act requirements.
 - Beacon Wind’s will help to achieve the CLCPA’s goal of ensuring that investments in clean energy are shared equitably and broadly with New Yorkers.
 - BW 2 and affiliated projects will strive to create thousands of new jobs and attract billions of dollars to areas located in or in close proximity to DACs.
- Beacon Wind will identify opportunities for collaborative decision-making and efforts throughout the development process with community members, local elected officials, relevant businesses, institutions, EJ communities, disadvantaged communities, and non-profit organizations including but not limited to MOUs and LOIs.

4. Stakeholder Engagement Goals 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.

- Beacon Wind’s engagement will include a wide range of voices, including the key stakeholder groups identified in the sections above, and direct a concerted effort towards engagement to include historically marginalized groups traditionally left out of development decisions, such as disadvantaged and frontline communities.
- Beacon Wind will uniquely consider each stakeholder group and increase awareness and participation from each group at each phase of BW2 to ensure stakeholders are informed, involved, and engaged in project development.
- Beacon Wind will incorporate appropriate communications methods throughout project development to provide access to information, ensure opportunities to have questions answered, and to solicit and collect feedback as detailed in Section 3.
- Beacon Wind will address accessibility factors affecting DACs 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.
- Beacon Wind will provide detailed anticipated outreach schedules prior to informing stakeholders of planned activities including alerting NYSERDA and posting public events to their project website’s event pages.



- Beacon Wind will provide consistent follow-up with the stakeholders they have engaged, especially members of DACs, 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.
- Beacon Wind will participate in technical working groups related to fisheries, marine, jobs and supply chain, and other potential technical working groups to ensure industry coordination.
- During the pre-bid period, Beacon Wind has proactively conducted outreach to stakeholders to build on partnerships established during Beacon Wind's prior New York projects, initiate new partnerships, collect input, and identify potential collaborative activities for educational partnerships, and initiatives related to workforce and supply chain development.
 - Beacon Wind will develop its current web presence at www.beaconwind.com into a communication hub that will serve to update project progress, announce opportunities for participation and create a project repository, enabling stakeholders to easily find content as the project develops. Content will include:
 - Project information
 - Project benefits and need
 - Project map
 - Addresses of local document repositories
 - Library and links to project documents
 - Outreach event schedule and key milestones
 - FAQs
 - E-blast and newsletter opt-in
 - Advertisements for upcoming public outreach events
 - Project contact information, email, and comment forms
- Beacon Wind will continue to host a variety of workshops, open houses, and information sessions to provide multiple opportunities to facilitate dialogue in the community, distribute project information, and solicit feedback.
 - Such events will be focused on collecting input from the public, and ensuring ample opportunity for participants to ask questions, and share comments.
 - Meeting materials such as comment cards and/or questionnaires/surveys will be provided to gather feedback for future consideration.
 - Public meeting locations will be selected for accessibility and convenience, to enable the widest participation
 - Public meetings and events will be promoted via advertising, media advisories, direct mail, and social posts.



- Meeting materials will be translated as needed, and American Sign Language interpreters will be available during live meetings.
- Hybrid events, with both in-person and virtual options, will be utilized to reach stakeholders with information and participatory opportunities, regardless of their location and attendance preferences.
- Meetings and events will be advertised in a variety of ways, including the following:
 - Display advertisements, including legal notices, will be placed in the local newspaper of record, as well as in daily and weekly newspapers to promote attendance at public meetings, workshops, and other outreach events.
 - Notifications of meetings will include direct first-class mail communication to property owners whose properties abut the project area.
 - E-blasts will be developed and used to announce meetings and opportunities to participate in the process.
- In addition to providing access to official project documents on the project website, and via link to official sites, Beacon Wind will provide copies of milestone documents at repositories in the project area. Such repositories will include such public libraries as:

Public Library	Street Address	City/Town	State	Zip Code	Telephone
Queens Public Library – Astoria	14-01 Astoria Boulevard	Astoria	NY	11102	(718) 278-2220
Queen Public Library – Steinway	21-45 31 Street	Astoria	NY	11105	(718) 728-1965
East Hampton Library	159 Main Street	East Hampton	NY	11937	(631) 324-0222
Southold Free Library	53705 Main Road	Southold	NY	11971	(631) 765-2077
Smithtown Library	One North Country Road	Smithtown	NY	11787	(631) 360-2480
Riverhead Free Library	330 Court Street	Riverhead	NY	11901	(631) 727-3228
Brookhaven Free Library	273 Beaver Dam Road	Brookhaven	NY	11719	(631) 286-1923
Huntington Public Library	338 Main Street	Huntington	NY	11743	(631) 421-5053



Huntington Public Library – Huntington Station Branch	1335 New York Avenue	Huntington Station	NY	11746	(631) 421-5053
Oyster Bay – East Norwich Public Library	89 East Main Street	Oyster Bay	NY	11771	(516) 922-1212

- A wide range of media channels, including print, broadcast, cable, and social media outlets serving the project area will be kept apprised with regular press releases related to project milestones, briefings as needed, and distribution of fact sheets and other materials.
- The media will be invited to attend public information meetings, and sign up for email updates and newsletters, and view website postings. Media channels include, but are not limited to:
 - Newsday
 - Suffolk Times
 - Queens Courier
 - Queens Chronicle
 - Village Beacon Record
 - South Shore Press
 - The Tide of Moriches and Manorville
 - Long Island Advance
 - Long Island Herald / South Shore Record
 - Neighbor Newspaper Holtsville
 - LI Business News Ronkonkoma
- A wider list of statewide media will also be kept apprised on project progress.
- Beacon Wind will utilize social media platforms to share information and collect input from stakeholders.
 - Social media posts, photos, and videos will feature information on project status and milestones on, for example:
 - Facebook Page
 - LinkedIn Showcase Page
 - NextDoor Profile
 - Project Twitter (@BeaconWindNY)



- Beacon Wind will develop project brochures, flyers, and fact sheets. which will be translated into multiple languages, written in plain English, and will be available on the project website and distributed at in-person events as well as high traffic areas.
- A toll-free local Infoline 833-901-3915 and regularly monitored e-mail in-box beaconwind@equinor.com have been established for the project to allow individuals to contact Beacon Wind for information, ask specific questions, or share concerns and comments.
 - The number and address will be included on all communication materials.
 - Calls placed to the Infoline will be recorded and documented and logged in Beacon Wind’s stakeholder database.
 - Inquiries received via the Infoline will be directed to the appropriate subject matter expert for response, and responses, along with further correspondence, will be entered in the stakeholder management system.
- A project newsletter published online and in print, and translated as needed, will be developed and distributed periodically to communicate project progress and opportunities to participate throughout Project development.
 - In addition to direct distribution, the project newsletter will be featured in social media, and posted on the project website, with an opt-in to subscribe to the distribution list.
- Informal “pop-up” booths, display tables, or exhibits will be scheduled during existing or previously planned, local events and activities, such as farmers markets and fairs to create opportunities to bring Project information to the public, supplementing formal public information meetings and public hearings. These activities will be posted to the website and on social media.
 - Project “Walkshops” (an outdoor public education event that can be used if state or local regulations prohibit indoor meetings) will be conducted along development areas for informal discussions with stakeholders.
 - Displays will be developed for use in tabling at local events to bring project information to local residents.
 - Intercept polls may be conducted at events to collect input and ideas from attendees.

4.2 Planned and Active Partnerships and Initiatives

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

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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.

- Beacon Wind has implemented a Borealis stakeholder engagement tracking system to inform and enhance outreach activities, understand the development of stakeholder awareness and engagement, and address the information needs of individuals, groups, and organizations in the project area.
 - Its organized methodology utilizes Beacon Wind’s database to enable the outreach team to monitor and keep detailed records of all stakeholder interaction.
 - The system provides built-in features that store and analyze stakeholder communication, sentiment, and relationships over time, driving the methods and strategies we utilize to engage with existing stakeholders, build on those relationships and initiate new ones.
 - The tracking mechanism will enable Beacon Wind’s team to enter data from individual communications, as well as from events, public hearings, and feedback contributions, tracking the progress of the stakeholder engagement effort in encouraging participation by a wide and diverse audience.
 - Beacon Wind will provide early and regular engagement with stakeholders that may be potentially affected by the project activities and track progress in Quarterly Reports.
- Beacon Wind’s public engagement team recognizes three consistent steps in achieving public awareness and has mapped this and other OSW engagement programs to help audiences move through the three phases, regardless of when they enter a project.
 - This public engagement plan is predicated on knowledge that stakeholders come to a project at different times and with different levels of awareness.
 - Leveraging these distinct steps enables us to build and measure clear objectives and performance indicators, which we chart, monitor, analyze, and report in the stakeholder tracking software.



- Beacon Wind will employ tracking tables for goals that include when and where the goal is supported or achieved through engagement activities. An example of the types of information that will provided is reflected in the table below.

Organization Type	Engagement Type	Goal/Subject of Engagement	Marketing Ahead of Event	Attendance Targeted	Final Attendance	Date of Event	Follow-Up Material Provided

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.

- Beacon Wind will submit reports on tracking marketing and public awareness campaigns.
- Beacon Wind will create and maintain a list of such public campaigns or marketing efforts consistent with the information shown in the table below.

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

- Beacon Wind will provide details regarding public awareness campaigns leveraged to communicate or advertise project development status, hiring opportunities and impacts on local communities.



- Beacon Wind will keep community members aware of project development impacting them, regardless of their individual support or interest in the activity.
- Beacon Wind will create detailed marketing methods plans for raising awareness of workforce opportunities within Disadvantaged Communities.