

NYSDERDA 2022 OFFSHORE WIND SOLICITATION ORECRFP22-1

# Stakeholder Engagement Plan

Public Version

Community Offshore Wind LLC

Lease OCS-A0539



nationalgrid | RWE

# Table of Contents

- 16-A Stakeholder Engagement Plan – Narrative Component ..... 3
- 16-B Stakeholder Engagement Plan – Standardized Component .....27
- 16-C Stakeholder Engagement Plan – Standardized  
Component Attachments.....42
- 16-D Stakeholder Engagement Plan Narrative Attachments .....46

16-A Stakeholder Engagement Plan – Narrative Component

## 16. Stakeholder engagement plan

### 1 Table of contents

16.1. Summary and philosophy.....	330
16.2. Stakeholder identification and stakeholder list.....	331
16.2.1. Approach to stakeholder identification .....	331
16.2.2. Stakeholder list .....	332
16.2.3. Our project team.....	334
16.3. Stakeholder engagement goals.....	335
16.4. Stakeholder engagement activities and partnerships.....	337
16.4.1. Inclusive project development and decision-making.....	337
16.4.2. Targeted stakeholder engagement activities and partnerships.....	338
16.4.3. Wide-ranging stakeholder engagement activities.....	345
16.4.4. Investments in local stakeholders .....	346
16.5. Tracking progress and communications.....	347
16.5.1. Tracking stakeholder engagement.....	347
16.5.2. Tracking stakeholder marketing efforts.....	349
16.6. Our joint venture’s stakeholder engagement experience .....	349

### 2 List of tables

Table 16-1 Solicitation requirements .....	329
Table 16-2 Stakeholder groups and Community Offshore Wind relationship owner .....	335
Table 16-3 Stakeholder engagement goals.....	336
Table 16-4 Investments in local stakeholders.....	346
Table 16-5 Stakeholder engagement success metrics .....	347

### 3 List of figures

Figure 16-1 Our commitment to New York stakeholders.....	331
Figure 16-2 Inclusive project development and decision-making process.....	338
Figure 16-3 Impact advisory committee setup.....	339
Figure 16-4 Photos from various Community Offshore Wind stakeholder engagement activities.....	346
.....	348

### 4 List of appendices

Appendix 16-1 2022-23 media coverage

Appendix 16-2 Biographies of stakeholder relationship managers

Appendix 16-3 Community engagement impact

Appendix 16-4 RWE and National Grid stakeholder engagement case studies

Appendix 16-5 Stakeholder engagement activities by group

Appendix 16-6 Marketing Plan

Appendix 16-7 Lease OCS-A 0539 First Progress Report submitted to BOEM

Appendix 16-8 Fisheries Communications Plan

Appendix 16-9 Waterfront Alliance MOU

Appendix 16-10 Letters of support

## NYSERDA solicitation requirements

Our stakeholder engagement plan addresses each requirement laid out by NYSERDA in the Request for Proposal (RFP) and emphasizes our commitment to maximizing the positive impact on stakeholders. The table below identifies each solicitation requirement.

*Table 16-1 Solicitation requirements*

Solicitation requirement	Section
Present the Proposer's philosophy on prioritizing stakeholder outreach and engagement	16.1
Describe the key considerations taken among different stakeholder groups.	16.2
Describe how each step of the stakeholder engagement process may be modified and tailored to the specific needs and accessibility of different stakeholder groups in New York.	16.4.2
Explain why stakeholders identified are important for overall Project success	16.2
Describe any engagement with the US steel industry.	16.2.2
List goals and desired outcomes developed through a collective understanding of shared interests for each stakeholder group	16.3
Detail options for engagement activities and potential partnerships and how the Project will consider each stakeholder group when giving development updates, communicating education or job opportunities, or undergoing activities in local communities.	16.4.2
Describe engagement approaches specific to different stakeholder groups	16.4.2
List success metrics for engagement activities and potential partnerships.	16.5.1
Detail how accessibility factors will be considered, especially for Disadvantaged Communities	16.4.2.2
Detail how Proposer will track and measure the success of the goals	16.5

## 16.1. Summary and philosophy

Broad support for Offshore Wind in New York State is key to accelerating the Green Energy Economy and delivering on New York State's ambitious Climate Agenda. At Community Offshore Wind, we recognize that stakeholders are key to successful and inclusive offshore wind development with value for all. Stakeholder engagement is an essential element for successful implementation of Community Offshore Wind and the project itself.

### Our stakeholder ambitions

Our mission is to deliver local, clean energy for all that is safe, reliable and efficient. At the core of our philosophy is a **commitment to maximize positive impacts for all project stakeholders**. We do this by minimizing burdens, accelerating clean energy opportunities and enabling and empowering New Yorkers.

Our Stakeholder Engagement Plan is fully aligned with NYSERDA's guiding principles, BOEM's guidelines and requirements and industry standard protocols and best practices. We invite all New Yorkers to take part in our project development to allow us to fully understand their priorities, concerns, and potential areas of conflict. We aim for meaningful, effective engagement and full transparency to build long-term trusting relationships across project phases:

- **During design, planning and permitting we will be inclusive in project design** by educating and engaging stakeholders with a commitment to implement stakeholder feedback.
- **During construction we will ensure full transparency** on impacts to host communities and work together to mitigate impacts and create economic, health and other community benefits.
- **During operations we will keep stakeholders informed** on job and supply chain opportunities and any additional impacts the project may have.
- At the time of decommissioning, we will repeat our inclusive project design process to get broad feedback and commit to embrace all innovation.

We view stakeholder engagement as an ongoing process and as such, our Stakeholder Engagement Plan is a living document that will be updated and adjusted as the project progresses.

### Our approach to stakeholder identification

**We identify and prioritize stakeholders in line with our overall ambition of achieving a net-positive impact.** Specifically, we prioritize stakeholder groups that are most impacted by our project to address any potential conflict of interest head-on. We focus on putting first those groups who have been historically left behind (DACs, MWBEs, SDVOBs) to ensure a just clean energy transition. Since launching Community Offshore Wind in May 2021, we have engaged extensively with stakeholders at open houses, stakeholder meetings, conferences, speaking engagements as well as sponsorship and volunteer events. These engagements have helped us better understand stakeholder concerns and shape our project and stakeholder engagement strategy. These insights informed our economic and workforce development initiatives, shaped our community investment promises and allowed us to design our wind farm to facilitate co-use. As the project matures, we will continue to engage and hope to find more innovative and impactful ways to deliver upon our net-positive commitments.

## Our commitments to New York's stakeholders

We aim for early, active engagement across all stakeholder interactions. Our Stakeholder Engagement Plan is built upon **four key commitments to New York's stakeholders**. We are confident that these four commitments demonstrate our dedication towards an inclusive project at all phases.

1. **We will be inclusive in our project development and decision-making**, to minimize burdens and maximize benefits. We are creating a direct link between stakeholder engagement, project design and economic benefits programs leveraging continuous feedback loops and our Impact Advisory Committee. This approach is further described in Section 16.4.2.1.

2. [REDACTED]
3. **We will use a wide array of stakeholder activities and marketing efforts** to ensure we engage with all stakeholders in a way that suits their needs and preferences. We have already started these efforts to find initial partners, as further described in Section 16.4.2 and 16.4.3.
4. **We are committed to tracking progress**. We will use quarterly surveys, a live stakeholder dashboard on our website, and periodical focus groups to ensure our stakeholder approach is meeting the needs and preferences of our stakeholders as further described in Section 16.5.

## 16.2. Stakeholder identification and stakeholder list

### 16.2.1. Approach to stakeholder identification

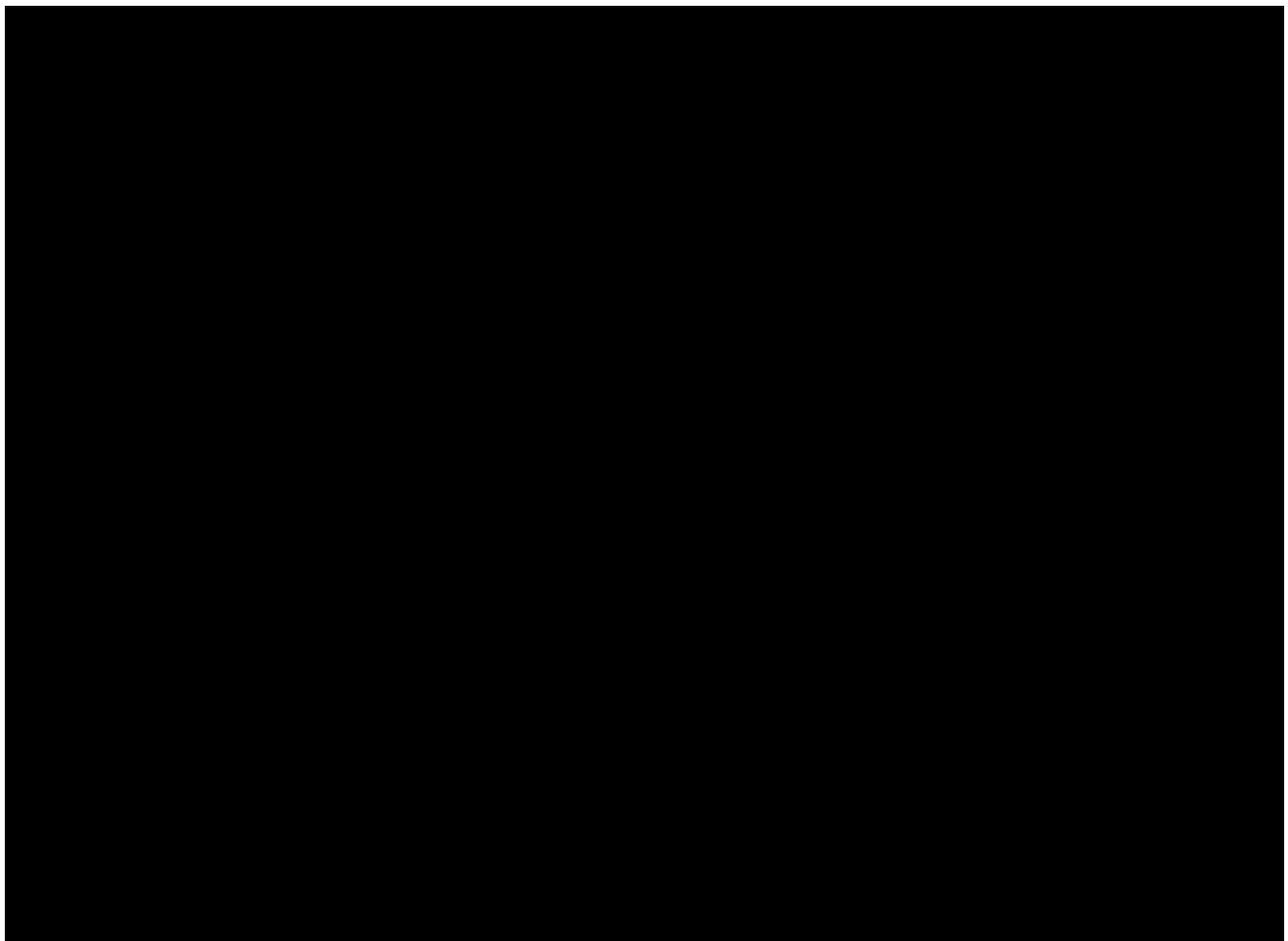
To ensure continued dialogue, foster meaningful engagement and build mutual understanding, it is important to identify all relevant stakeholders. **Community Offshore Wind has a clear ambition to identify all groups impacted by our project, both positively and negatively**, to engage in a productive two-way dialogue to minimize burdens and maximize benefits. To identify and prioritize the key stakeholders for our project, we combine best practices from RWE and National Grid into a methodology that identifies relevant stakeholder groups at statewide and local level. We believe it is important to give all stakeholder groups a seat at the table but are especially mindful of ensuring we

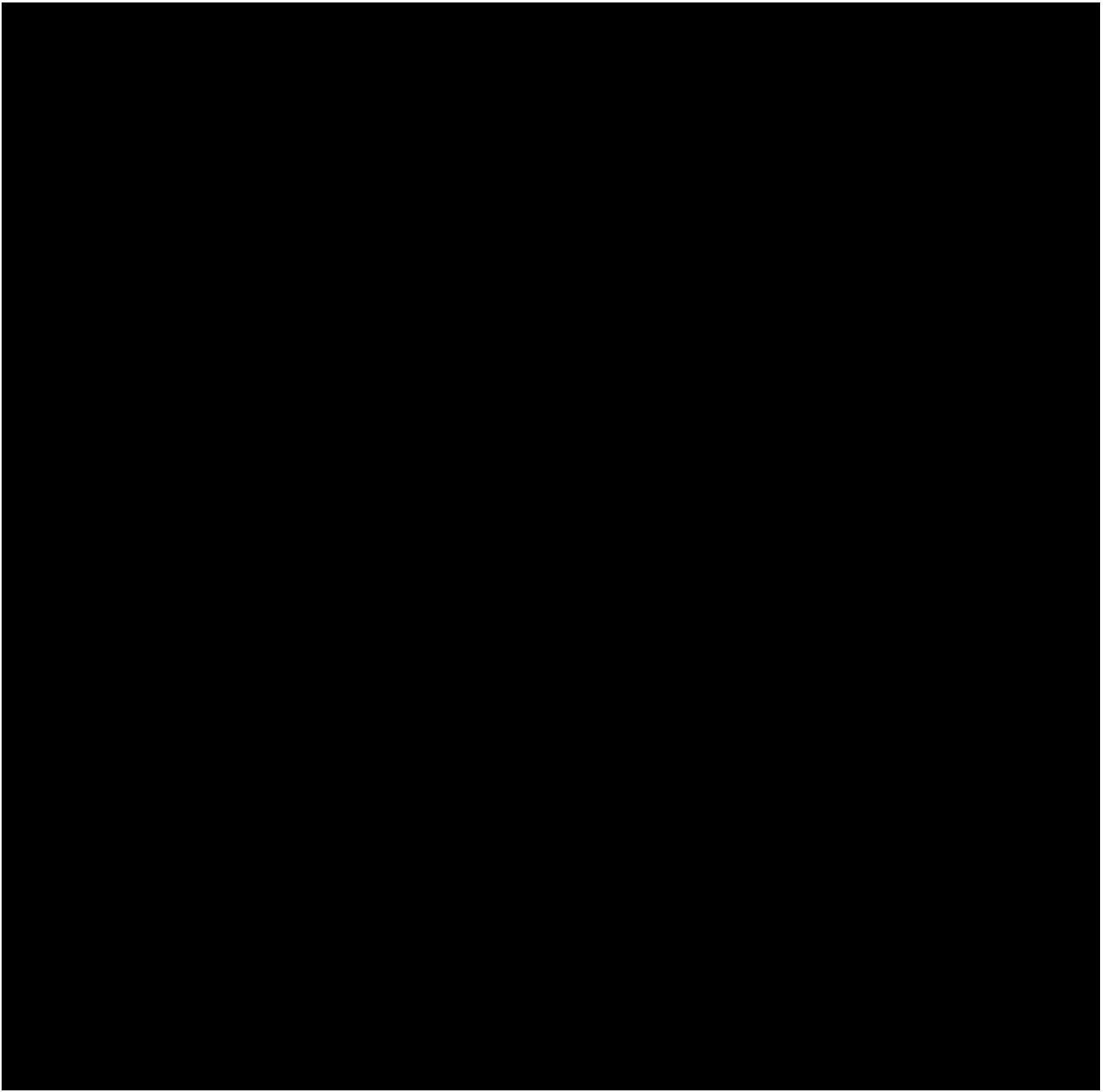


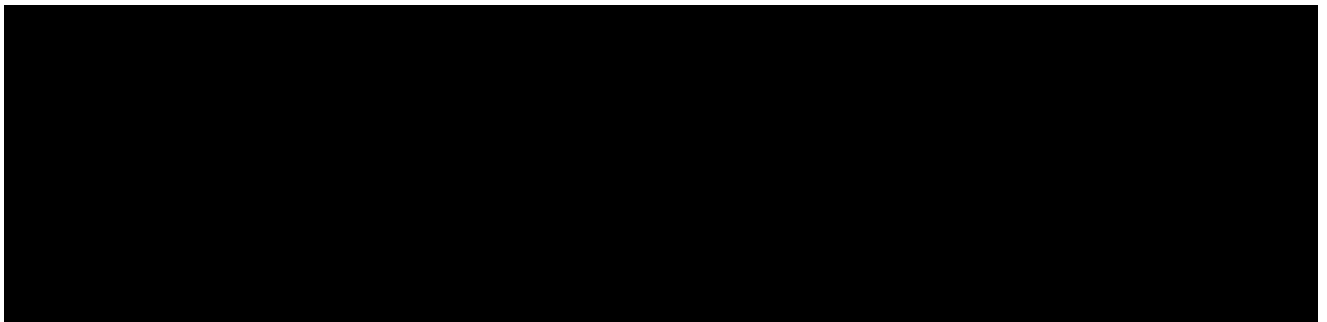
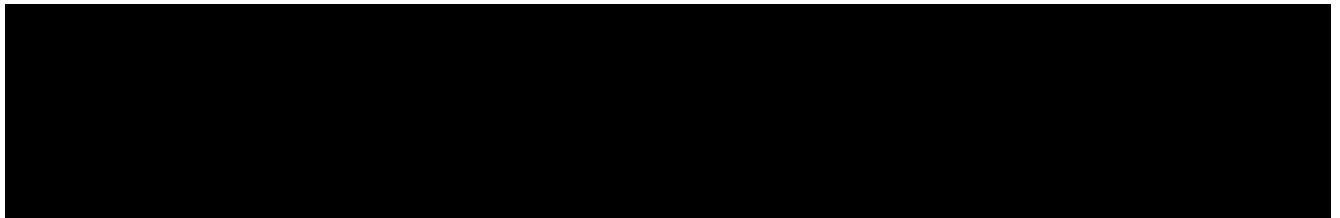
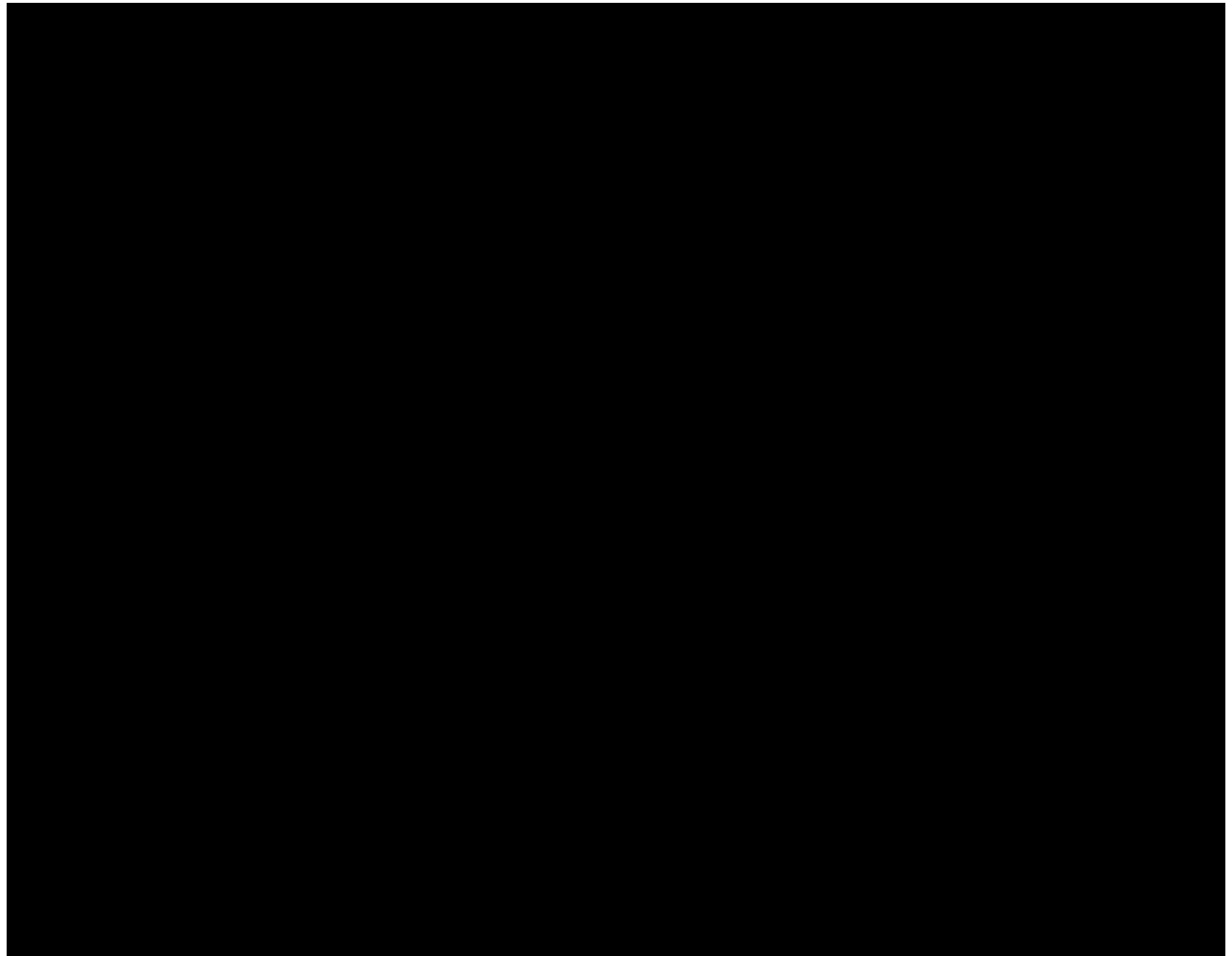
identify the **right stakeholders to represent groups that have been historically left out of the decision-making processes**. Our three guiding principles for prioritizing our stakeholder engagement and outreach are:

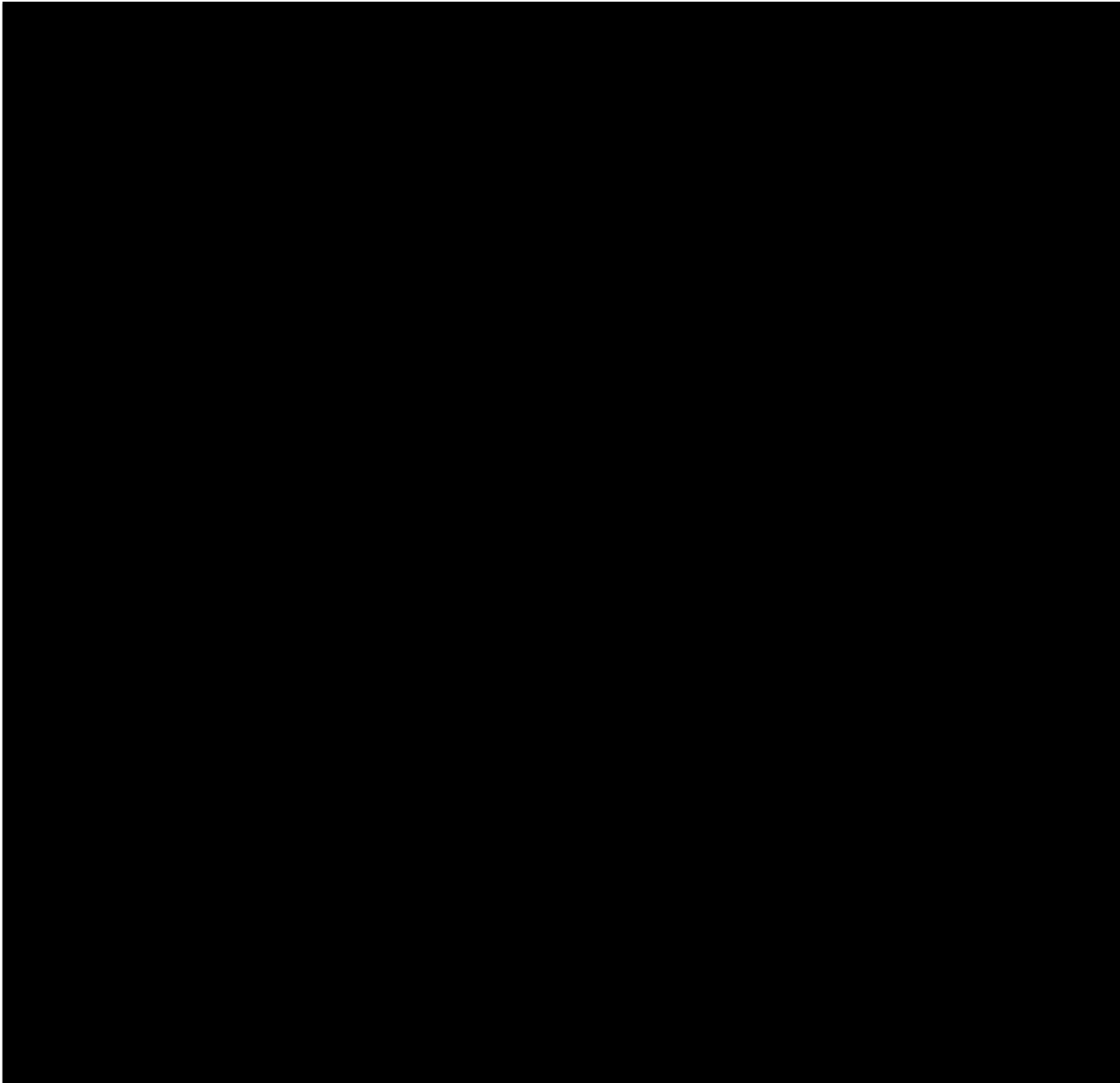
1. **We prioritize local stakeholder groups that are most impacted by our project:** we build a thorough understanding of the communities in our landfall, points of interconnection, cable routing and SCIP facilities. Within these potential host communities, we identify organizations and individuals to represent affected communities best.
2. **We proactively include stakeholder groups historically left behind (DACs, MWBEs, SDVOBs):** we focus on relevant statewide groups and individuals who can help us understand community needs and priorities better and who can be advocates for our project.
3. **We address potential conflicts of interest head-on:** we identify stakeholder groups (both local and at State level) that may have conflicting interests as well as co-users of the lease area to ensure the success of our project and avoid stakeholder conflict which has created delays in previous New York solicitations.

#### 16.2.2. Stakeholder list

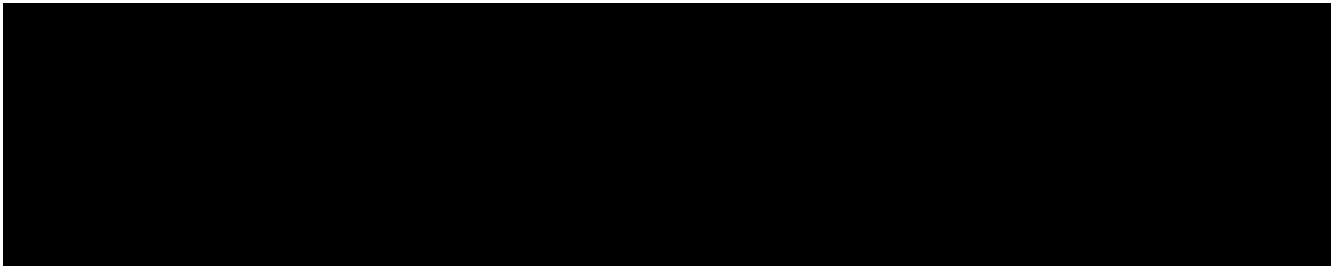


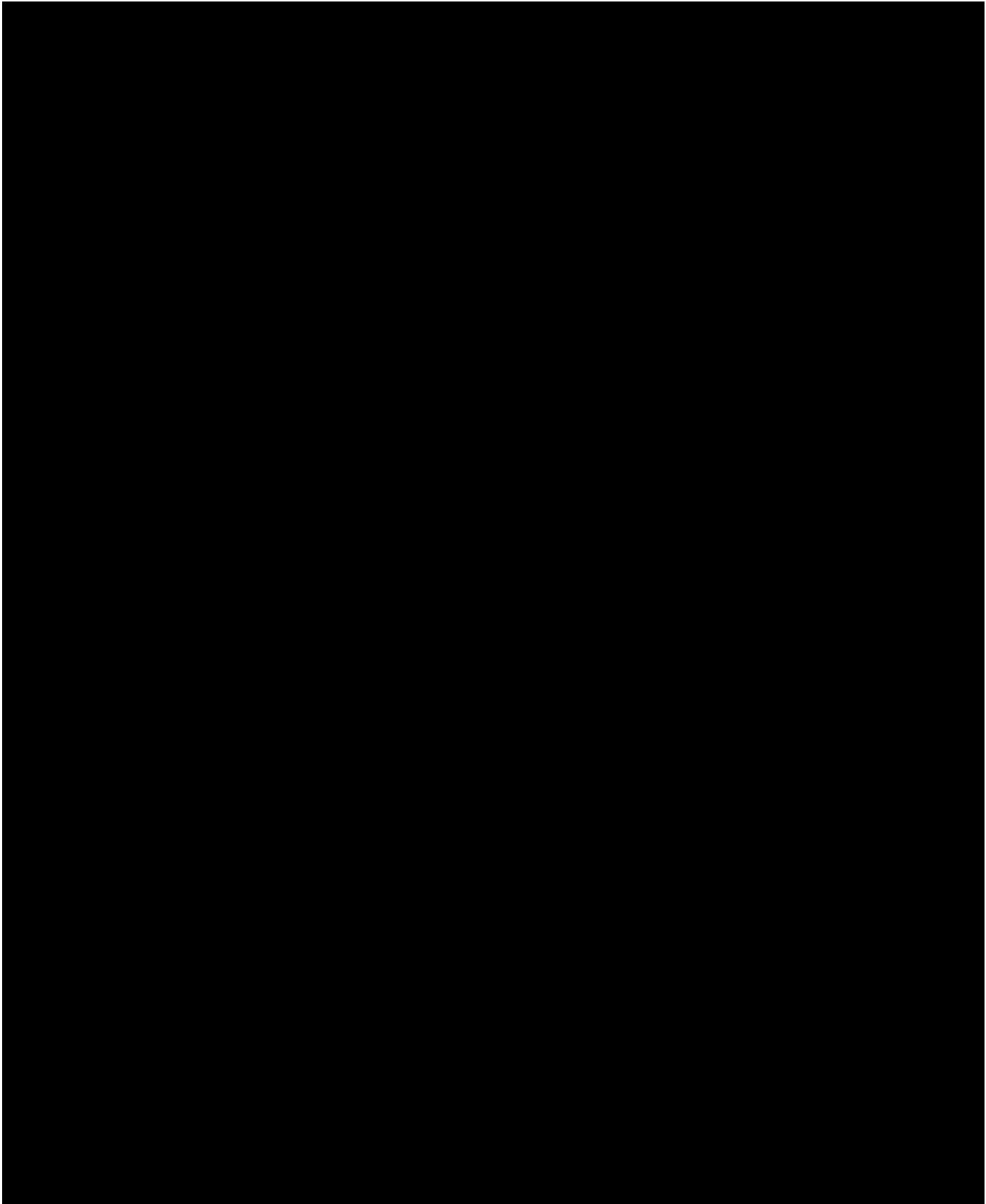






### 16.3. Stakeholder engagement goals





## 16.4. Stakeholder engagement activities and partnerships

The key to successful stakeholder engagement is to **tailor activities and communications to the needs and limitations of each stakeholder group**. Community Offshore Wind is aligned with NYSERDA's view that it is critical to include a wide range of voices, and at the same time be mindful to direct a concerted effort towards engaging historically marginalized groups that have been traditionally left out of development decisions, such as disadvantaged and frontline communities.

Community Offshore Wind will use a wide range of stakeholder engagement activities to ensure we reach all relevant stakeholders in a way that meets their unique needs. This includes 1) inclusive project development and decision-making, 2) targeted stakeholder engagement activities and partnerships, 3) wide-ranging stakeholder engagement and partnerships, and 4) investments in local stakeholder groups. Each of these elements is further explained below.

### 16.4.1. Inclusive project development and decision-making

To be transparent and inclusive, we have established a continuous feedback loop of stakeholder input into the project's development. In the six months since launching Community Offshore Wind, we have participated in and hosted more than 50 events across New York State to start our feedback loop. Due to our physical location in New York, we can easily execute in-person events with our team.

Figure 16-2 Inclusive project development and decision-making process



#### 16.4.2. Targeted stakeholder engagement activities and partnerships

Our feedback loop only works when we have high awareness and engagement of our stakeholders. To increase awareness and participation, we have designed a set of targeted stakeholder engagement activities and partnerships which are further described in this section. In addition, in line with Lease Stipulation 3.1.2 we have developed dedicated communication plans for Fisheries, native American Tribes and Agencies. Through our extensive stakeholder engagement, we have collected letters of support from many individuals and organizations, which are available in Appendix 16-10.

##### 16.4.2.1. Residents

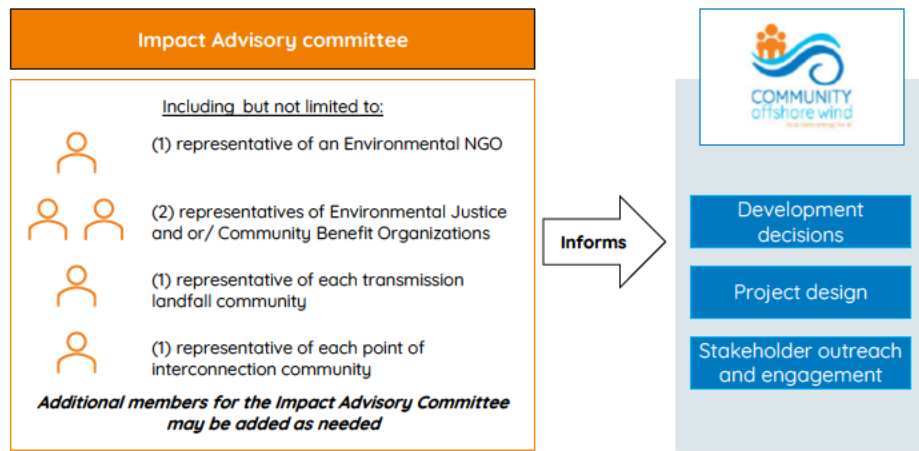
Residents, in particular host communities are the foundations of Community Offshore Wind's success. **We are committed to a transparent partnership that mitigates impacts of the project on these communities.** We do this through:

- Proactive engagement leveraging our Impact Advisory Committee
- Set up a Community Benefits Fund
- Host Community events to create awareness of our joint venture and project
- Promoting awareness and engagement in disadvantaged communities
- Limiting the burden we place on tribes and tribal nations

##### Proactive engagement leveraging our Impact Advisory Committee

**Community Offshore Wind will establish an "Impact Advisory Committee"** that will meet regularly to discuss project updates and upcoming milestones. The purpose of the Impact Advisory Committee will be to establish a mechanism for an continuous dialogue between the project team and representatives of stakeholder groups that are directly impacted by the project.

Figure 16-3 Impact advisory committee setup



### Set up a Community Benefits Fund

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

We look forward to working collaboratively with host communities to maximize the benefit of local investments to best meet the needs of the municipalities involved. The joint venture of Community Offshore Wind is uniquely positioned to execute on these community benefits through the previous experience of both joint venture partners. National Grid has **extensive experience working with impacted communities** to mitigate the impacts of transmission and associated transmission infrastructure. RWE, as the second largest developer of offshore wind in the world, has an **extensive track record of working with communities to maximize the local benefits that these projects bring**.

Community Offshore Wind will build upon best practices from RWE's UK and Irish Projects which have similar community funds to establish community investments that create jobs, provide workforce development, and ensure that all stakeholders see the benefit of the project.



### Community funds in the UK and Ireland

Wind farms operated by RWE contributed over **\$4.5M to community funds in the UK and Ireland**. In 2021 alone, these funds helped create more than 110 jobs, safeguard an additional 480 jobs and create 8100 skills development and training opportunities.

Example grants include: **Grimsby Food Kitchen**: to provide hot food for the homeless, **Emerge Hub C.I.C.**: to help vulnerable women with food parcels, learning to cook healthily and support with independent living, **Tees Valley Wildlife**: to support their barn owl conservation project, **Swineshead St Mary PTA**: to set up a Forest School, **Tŷ Gobaith Childrens Hospice**: to fund a neonatal nurse for two years, **Repair Café Wales**: to set up a community repair and reuse café, **Patcham Memorial Hall**: to fund an Air Source Heat Pump, so that PMH reduces its carbon footprint from three gas boilers, and contributes to local sustainability plans, **The Prince's Trust**: to train for young people to establish new business opportunities

### Host Community events to create awareness of our joint venture and project

We are working with organizations in local communities to build awareness of the project and excitement for the Green Energy Transition. Some examples of these community events and engagement to date include:

- Volunteering at Island Harvest Food Bank, a leading hunger-relief organization with a mission to end hunger and reduce food waste.
- Advancing STEM education in downstate New York schools with Kid Wind by donating offshore wind activity kits for students to learn about our industry.
- Partnering with the YMCA, to make swimming lessons accessible to over 100 children in need of financial assistance from underserved communities throughout downstate New York to prepare our future workforce for careers in offshore wind.
- Partnering with Hudson River Community Sailing to enable over 200 middle and high school students to see a pathway into the profession and jobs that will be needed to transform our energy supply to renewables.
- Partnering with Operation Splash to provide field trips to title one schools to enhance awareness around climate change and what they can do right in their own backyards to help mitigate impacts.
- Partnering with Buy Supply, a woman-owned, small business based in Brooklyn, and seven non-profits across New York, to donate 900 winter coats and 100 pairs of winter gloves to families in need throughout New York State on Giving Tuesday.
- Partnering with New York and New Jersey-based seafood processors on donation of more than 30,000 meals of wild-caught, locally sourced seafood from fishermen and seafood processors to food pantries in Albany, Brooklyn, Buffalo, Hudson Valley, Long Island, Staten Island, and Syracuse. Distributed more than 2,500 pounds of freshly frozen, Long Island-sourced fish fillets and 10,500 cans of New Jersey-sourced clam chowder.

"Every child should have access to high-quality swim instruction, thanks to the generous support of Community Offshore Wind, the YMCA of Greater New York will be able to provide dozens more families across New York City with financial assistance to make swim lessons more affordable. As a result of this partnership, their children will develop life-saving swim safety skills, reducing the risk of drowning and increasing their confidence and comfort in the water."

Sharon Greenberger, President & CEO of the YMCA of Greater New York

Letters of support from organizations we have partnered with to organize community events can be found in Appendix 16-10. Our community impact report is also available in Appendix 16-3.

#### Promoting awareness and engagement in disadvantaged communities

Community Offshore Wind is committed to providing disadvantaged communities with a seat at the table so they can have a more active voice in decisions directly impacting their livelihood. Our ongoing engagement and activities are targeted to directly benefit disadvantaged communities, while utilizing the opportunity to identify their concerns through NGOs and other representative organizations. In addition, we are proactive in our efforts to remove barriers to participation, as outlined in the New York State Disadvantaged Communities Barriers and Opportunities Report. To do so, we use several accessibility measures to increase participation of Disadvantaged Community members:

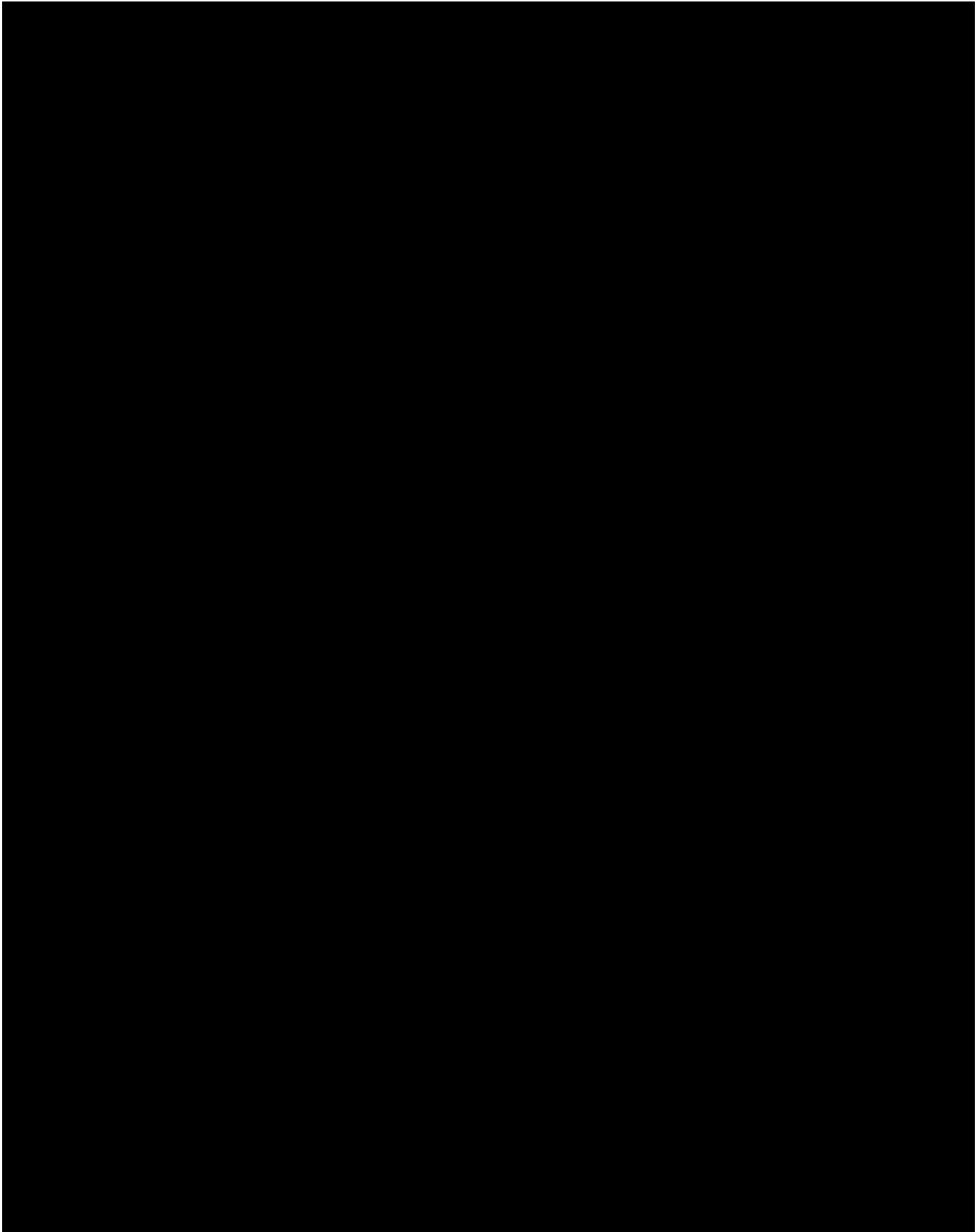
- Increase awareness within communities through community events and marketing materials.
- Launch hyper local social media alerts pre and post construction and for community meetings.
- Consider a range of education levels, cultural context and understanding of the process in developing materials and use graphical explanations wherever possible.
- Translate materials into multiple languages (e.g., Spanish, Mandarin Chinese etc.)
- Hold meetings concurrently with other community gatherings to alleviate stakeholder fatigue to meet people where they are and not expect them to come to us.
- Hold meetings virtually or during non-working hours (virtual and physical) to allow all voices to be heard in a way that is convenient for them.
- Provide incentives for attending meetings (lunch, dinner, uber gift cards).
- Hold meetings in community centers that already have childcare centers in them so that community members can participate in meetings without distractions and not have the burden of finding childcare in order to participate.

We are partnering with various community-based organizations to provide economic and workforce development programs and wrap-around services. These include Suffolk County Department of Labor at the National Offshore Wind Training Center in Brentwood, NY, SUNY Maritime College, Alliance of New York YMCAs and Hudson River Community Sailing. You can find their letters of support in Appendix 16-10. All our commitments to disadvantaged communities are further described in Chapter 18: Disadvantaged Communities.

#### Limiting the burden we place on tribes and tribal nations

We recognize the burden that the review of multiple projects has placed on Tribes and Tribal Nations. We seek to promote meaningful communication, coordination, and collaboration without being overly burdensome to Tribes and Tribal Nations. To date, we have invited Tribes and Tribal Nations to participate in the development and implementation of the NATCP and held a Pre-Survey meeting with Tribes. **We have complied with BOEM's request for New York Bight leaseholders to pause communications with the Tribes as it relates to the development of the NATCP**, to minimize the unintended burden of the review of six NATCPs on the Tribes.

We have hired a Tribal liaison (Justin Bedard, biography in Appendix 16-2) to **facilitate meaningful dialogue with Tribes and Tribal Nations**. As the project develops, communication methods will be based on Tribal preference and in alignment with our tribal liaison.



“We are delighted to partner with Community Offshore Wind to bring the Foundation 2 Blade program to New York State and Long Island. Through the generous support of Community Offshore Wind, minority and women-owned businesses can access the offshore wind network. **Building that supply chain, locally, will help serve the workforce needs of Long Island today and into the future.**”

Professor Marj Issapour, Associate Dean of Innovation and Economic Development in Sustainable Energy, Farmingdale State University

### Ongoing engagement with commercial and recreational fisheries

Community Offshore Wind has had over 330 direct engagements with about 500 fishery participants and stakeholders from local commercial and recreational fisheries to develop a detailed understanding of the fisheries within the project area. We are committed to building relationships and working closely with fishermen to ensure successful and sustainable outcomes.

Our website includes a dedicated fisheries landing page where fisheries can get more information about the impacts and opportunities our project may bring. This includes fisheries notices, our fisheries communication plan and a Frequently Asked Questions section. Fisheries can contact our team directly or sign up for opportunities for commercial fishing vessels to provide supporting services to our offshore operations. We have also developed a comprehensive fisheries mitigation plan (Chapter 14).

#### 16.4.2.3. Institutional Stakeholders

We work with institutional stakeholder to create support for our project and offshore wind in general. We also collaborate with institutional stakeholders to ensure New York’s institutions support offshore wind and the opportunities it brings to New Yorkers. Specific activities include:

- Create offshore wind career pathways
- Support offshore wind knowledge and skills building
- Update Federal and State agencies and elected state and local officials on a regular basis

### Create offshore wind career pathways

Community Offshore Wind **is developing partnerships with organized labor to ensure our project development aligns the visions of offshore developers and labor unions** and to jointly identify career pathways and address skills gaps, the just transition and offshore wind specific certifications. To ensure New York’s workforce is well trained and can fill expected occupational gaps, we will share job numbers, titles, job descriptions, skills, wages and necessary certifications with organized labor to the extent possible. Our Labor Engagement Plan is further described in Chapter 19.3.

**Community Offshore Wind has established a first-of-its kind MOU with NY Building and Construction trades to collaborate on a PLA.** We share a vision for career opportunities, job training, and pay for jobs and careers resulting from any project awarded by NYSERDA. We are in advanced negotiations for a Labor Peace Agreement with the NY Regional Climate Labor Coalition to ensure neutrality for workers organizing in the operation and maintenance, maritime and supply chain

sectors. We have also secured letters of support from the International Brotherhood of Electrical Workers (IBEW); Ironworkers; Laborers and other labor unions. The MOU and additional letters of support from these organizations can be found in Appendix 16-10.

In addition, we are meeting with workforce training facilities across New York and New Jersey to see how we can work together to unlock opportunities for as many New Yorkers as possible. To date, we have supported 13 community-based activations with MRV Group LLC/Business Network for Offshore Wind. We have also attended and engaged with stakeholders at the International Partnering Forum (IPF), The Long Island Association and the New York City Economic Development Corporation. This has, for example included Offshore Wind Lunch + Learns, a launch reception, roundtable discussions, and career awareness events. In addition, we have developed pilot programs with the Workforce development Institute, the Institute for Workforce Advancement, Fuzehub, YMCA, and the Center for Economic Growth (CEG) (Chapter 19.3).

"As a workforce training organization, we're committed to strengthening the green jobs pipeline for our historically marginalized communities. **We're thrilled that with so much wind power coming to New York we will see tremendous growth in opportunities for our trainees soon.**"

Kaila Wilson, Director of Energy Development - RETI Center

#### Support offshore wind knowledge and skills building

We are collaborating with Research Universities to identify knowledge gaps in environmental and fisheries research and monitoring and plan to work closely together to close any observed gaps. More details on our research and monitoring programs with universities can be found in Chapter 14: Fisheries Mitigation Plan and Chapter 15: Environmental Mitigation Plan.

We have also started to engage with community colleges, universities, and local training providers across New York State both in-person, and virtually to **understand the capabilities and resources they need to support the advancement of the offshore wind industry**. We are partnering with Training and Research Institutions to develop workforce development programs targets to fill key occupational gaps in the offshore wind supply chain. More details on our workforce development partnerships with local training and research institutions can be found in Chapter 19.3.

Update federal and state agencies and elected state and local officials on a monthly basis

**All Federal and State agencies within the proposed project area are updated monthly.** We also regularly coordinate with staff at federal and state government agencies virtually, in-person, and by email. As the project develops, we will keep them informed and share feedback with the project team to shape design elements. We expect our engagement activity to increase around major milestones.

**Our Stakeholder Engagement team meets regularly with elected State and local officials.** All officials within the proposed project area will be updated monthly. The Stakeholder Engagement team has been meeting regularly with local elected officials within the state of NY and Orange County to get support for bringing Steel facilities to our Newburgh/New Windsor Property.

#### 16.4.2.4. Environmental organizations

Community Offshore Wind is actively engaging with environmental NGOs, wildlife groups, aquariums, conservationists, and activists to understand concerns, find common objectives and opportunities for collaborative research and monitoring. For example, we have participated in the Waterfront

conference and helped preserve the marine ecosystem by collecting more than 900 pounds of garbage and debris at Earth Day cleanups at Spring Creek Park in Queens with the Littoral Society and at Lido Beach with the Marine Rescue Center. As an active member of the organizations, we will coordinate regularly with the Environmental Technical Working Group (E-TWG), the Fisheries Technical Working Group (F-TWG), the Maritime Transport Working Group (M-TWG), the Responsible Offshore Science Alliance (ROSA), and the Regional Wildlife Science Collaborative (RWSC).

#### 16.4.3. Wide-ranging stakeholder engagement activities

In addition to targeted events and partnerships, **we use wide-ranging activities and engagement tools to build awareness and engagement in New York State:**

- **Public open houses open** for broad, non-technical information sharing, receiving comments, feedback, concerns and perception of the project. Open houses also enable us to establish relations with stakeholders, in particular impacted communities.

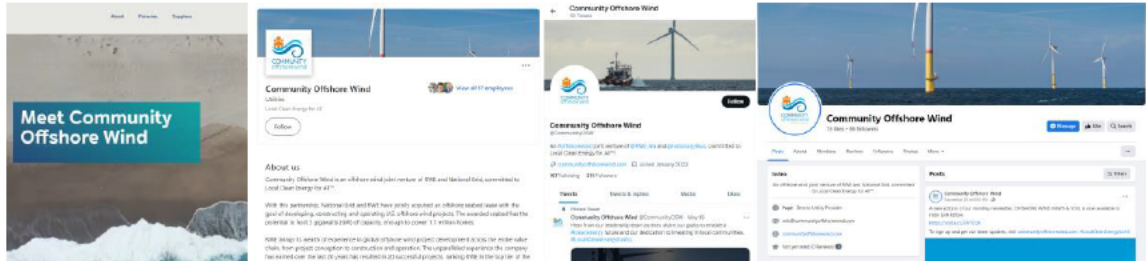
##### Stakeholder engagement success story: Open house at Brooklyn Botanic Garden

In October, area business owners, environmental justice organizations and environmental thought leaders joined the Community Offshore Wind leadership team for an open house at the Brooklyn Botanic Garden. Dozens of organizations shared feedback on offshore wind and how community investment can positively impact local communities. Of note were the opportunities to build stronger communities together and how to serve the underserved to create a better tomorrow through offshore wind. The conversations focused on the challenges facing the region with the goal of identifying potential community investment opportunities to ensure that local needs are understood and met through the proposal.

- **Targeted meetings** to promote awareness of the project with presentations and Q&A. At these meetings we will also share contact information of the Community Offshore Wind team for follow up. Targeted meetings allow us to share information on project requirements and impacts and receive feedback.
- **Forums and workshops** to create pathways to enter the offshore wind industry through training in technical and non-technical careers.
- **In-person 1 on 1 meetings** to establish an open line of communication, collect information and speak freely about sensitive issues with stakeholders. These types of meetings also help us establish personal connections with key stakeholders and monitor project impacts and activities on an individual basis.
- **Focus group discussions** to inform our feedback loop, share information on specific topics to get their feedback and concerns. These types of meetings also allow us to monitor project impacts and activities on a group basis.
- **Community van** to engage with and in New York communities. With our community van, we provide brand awareness and information at community events and public engagements.

**The inspiration for our Community van:** RWE's Axel y Mor is a proposed offshore wind farm off the coast of North Wales. The project deployed a community van with various materials and resources for the project and brought the van to impacted communities. This engagement intended to advance education and engagement around the project and its various components. The community van significantly increased community engagement. We have been using a similar community van since November 2022 to engage with New York communities.

- **Community Offshore Wind website and social media** has accessible, real-time information and progress update. On our website we disclose relevant project documentation, such as our communication plans and we announce key events and project updates.



- **Fact sheets and door hangers** to share brief project information on topics such as land acquisition, land entry and exit, points of interconnection, project time schedule and other site-specific project information, particularly when in-person meetings are not feasible.
- **Monthly newsletter** to provide information on relevant events and project updates.
- **Branded correspondence** such as postcards, one-pagers and emails to share information on project requirements and impacts, invite stakeholders to meetings and key events.

Figure 16-4 Photos from various Community Offshore Wind stakeholder engagement activities<sup>76</sup>



#### 16.4.4. Investments in local stakeholders

We are committed to financially investing in our key stakeholder groups. Our key investment programs are further detailed in Chapters 14, 15, 18 and 19 and recapped below.

<sup>76</sup> Top-left: Foundation 2 Blade offshore wind industry training, top-right: Governor Kathy Hochul's 12th Annual NYS MWBE Forum in Albany, bottom-left: Seafood donation event in New York with Community van, bottom-right: Donation event on Giving Tuesday

## 16.5. Tracking progress and communications

Community Offshore Wind recognizes the existing and anticipated consultation burden on stakeholders and hence the need to ensure stakeholder engagement is efficient and effective. **Community Offshore Wind is leveraging a set of key metrics as well as best-in-class tools to track progress on stakeholder engagement as well as marketing efforts.**

### 16.5.1. Tracking stakeholder engagement

We will measure leading (process) and lagging (KPIs) to ensure we have the right impact. We will report on these metrics through quarterly progress reports, a live stakeholder dashboard, periodical focus groups [REDACTED]

---

77 Additional details described in the Agency Communication Plan submitted to BOEM



### Quarterly progress reports

Consistent with NYSERDA requirements, Community Offshore Wind will track attendance for virtual or in-person open houses, community meetings, and public information round tables. Our quarterly progress report will also include information on the stakeholder groups we have engaged with, activities included in the engagement, the goal and outcome of the engagement, overall sentiment of the stakeholder, and proposed next steps or goals for the upcoming quarter. As part of our quarterly progress report to BOEM, we submitted a stakeholder report to BOEM in November 2022.

### Live stakeholder dashboard

Community Offshore Wind will post a live stakeholder dashboard to our website. This dashboard will display the number of stakeholders we are engaging with, the amount of event we are participating in and stakeholder sentiment. This will allow for transparency and ownership of our practices.

### Periodic focus groups

Community Offshore Wind will conduct regular focus groups comprised of individuals from targeted communities based on our project area. The purpose of these focus groups will be for Community Offshore Wind to understand the issues, actions, and types of engagement that are important to the stakeholders in key geographic areas.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

### 16.5.2. Tracking stakeholder marketing efforts

As Community Offshore Wind moves forward with development, we will ensure our marketing efforts generate sustained momentum in reaching our stakeholders. Through our marketing efforts, we will look to amplify four fundamental messages about our company. Our initial marketing efforts focused on introducing the company, highlighting community investments, and creating a drumbeat around the support we receive from key communities.

[REDACTED]

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

### 16.6. Our joint venture's stakeholder engagement experience

#### Local roots

National Grid has operated in the Northeast for decades and employs more than 11,000 personnel in New York State. Brooklyn Union Gas is the company's oldest legacy franchise dating back to 1895. RWE also has a team of professionals with strong relationships through their renewables development.

#### Global best practices for responsible offshore wind development

We will be leveraging lessons learned and best practices from our past stakeholder engagement experiences. Examples of lessons learned we are leveraging are:

- Our **community van** was inspired by the Awel y Mor RWE offshore wind project in Wales
- We are building on our learnings from the design and implementation of **Community Benefits Agreements** in the United Kingdom and Ireland
- We have experience incorporating variety of voices in our project and outreach strategies.

#### A track record of local engagement and investments

Both RWE and National Grid have extensive experience collaborating with and investing in communities over the years. National Grid has provided over \$100M in assistance for local investments with experience redeveloping buildings and brownfields in NY and helping to create or retain over 50,000 jobs. National Grid's Grid for Good program offers mentorship to young people, ages 16-24 from disadvantaged backgrounds, upskilling and preparing them for careers in energy. Across New York State, the company contributes more than \$5M million annually to community-based organizations. With more than 30 projects in nine states, RWE has made significant investment in local economies, created local jobs, and increased tax revenue for mostly rural areas in the US. RWE also recently assisted more than 45 local organizations, such as first responders, regional and local food banks and food pantries, in response to the coronavirus pandemic in those communities in RWE operates.