



Appendix 9-5:
Community Outreach Plan - Confidential

COMMUNITY OUTREACH PLAN

PURPOSE

As America's leading offshore wind developer, Deepwater Wind attributes a great deal of its success to this guiding principle: Engage early and often. Extensive stakeholder engagement is a central part of its Deepwater Wind's project approach and will remain at the forefront throughout all phases of its projects, from pre-application through construction and operation.

The purpose of this Plan is to articulate a clear framework for identifying specific project stakeholders, and to describe the communications approach Deepwater Wind will take to reach and facilitate collection of input from this broad range of stakeholders.

Importantly, Deepwater Wind recognizes the fishing community as a unique stakeholder group with specific outreach needs for offshore wind projects. For this reason, a separate fisheries communication plan will be developed and implemented as a complement to this Plan.

PROJECT STAKEHOLDERS

This Plan describes the communications approach Deepwater Wind will take to facilitate collection of input from a broad range of stakeholders. It also describes specific communication methods that will be utilized to build awareness and understanding about a Project, encourage input, and communicate opportunities to participate in the permitting process. To ensure the plan considers the communication needs of all stakeholders, the project team will complete and update as needed a detailed analysis of each type of stakeholder and their informational needs.

Stakeholder segments specific to the Project Area include the following:

- Elected leadership and policymakers
- Native American tribal groups
- Federal, state, and local agencies
- Property owners (properties where the infrastructure will be located, or abutting)
- Intervenor/statutory parties
- Community & civic groups
- Business associations
- Environmental justice communities
- Fisheries and marine-based businesses
- Special interest/advocacy groups
- Labor associations
- Political groups
- Emergency responders
- Media

MEETING STAKEHOLDER INFORMATION NEEDS

This section of the Plan defines methods Deepwater Wind will employ to inform, involve, and engage Project stakeholders.

ELECTED LEADERSHIP, GOVERNMENT AGENCY REPRESENTATIVES, & NATIVE AMERICAN TRIBES

Elected leadership and representatives in government at the local, county, state and federal levels, as well as Native American tribes, understand the concerns and needs of their constituents and consequently must be informed about Project progress. The Applicant will brief these stakeholders and will coordinate updates in-person or by phone to share Project status, collect their input and concerns, and give them the opportunity to share constituent perspectives. These stakeholders will be provided with Project informational materials for distribution to their constituents.

PROPERTY OWNERS AND ABUTTERS

Property owners, including both properties where the Applicant will have real estate agreements and abutters to those properties have specific interests and issues of concern, and communication will provide detail appropriate to address their information needs.

CIVIC, COMMUNITY, AND BUSINESS GROUPS

As the “eyes and ears” of the community, civic, community, and business groups will play an important role in shaping public perception of the Project and will be kept current about its progress. They will be invited to join public information meetings, and to sign up for email updates, newsletters, and website postings.

ENVIRONMENTAL JUSTICE POPULATIONS

Efforts will be made to reach and engage environmental justice communities in the Project Area, including low median income, minority and non-English-speaking populations. Public outreach information will be distributed to local libraries and community centers to ensure broad availability of information. These groups will be invited to attend public information meetings and to sign up for email updates, newsletters, and website postings.

SPECIAL INTEREST GROUPS, FISHERIES, AND MARINE-BASED BUSINESSES

Special interest groups will include those organizations that may form specifically to address this Project as well as those that have been formed around primary areas of focus, including non-governmental organizations as well as fisheries and marine-based businesses, and are likely to have an interest in the outcomes of the Project and the impact of its construction and operation. These groups will be invited to attend public information meetings and to sign up for email updates, newsletters, and website postings.

MEDIA

Media 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 to sign up for email updates, newsletters, and website postings.

PUBLIC INVOLVEMENT METHODS

A wide and varied range of communication methods is critical to ensure that all stakeholders are fully informed, and that appropriate outreach is conducted to meet the information needs of and collect input from a wide and diverse range of stakeholders. These methods, as appropriate, will provide stakeholders with contact information for the Project team, an opt-in feature for Project notifications, the ability to ask the Project team questions, and information about how to participate in the review process. The following is a list of communication methods that may be used throughout the Project.

STAKEHOLDER COMMUNICATION METHODS/MATERIALS

DISTRIBUTION DATABASE

A Project public involvement database will be established and will be maintained and continually updated as the distribution resource for Project communication. The list includes the names of a wide array of stakeholders, including elected officials, community and environmental groups, agencies, and members of the public.

Methods to expand the distribution list will include the following:

- Opt-in sign up for email updates on the website at www.dwwind.com and related social media platforms.
- Invitations to sign up for notifications on meeting announcements and Project communications.
- Opportunities to sign up for notifications at meetings and outreach events.

MEETINGS AND OUTREACH EVENTS

Local outreach meetings are a key part of Deepwater Wind's outreach strategy. They begin during the pre-application phase and continue through the permitting and construction phases as appropriate. The Deepwater Wind team will host informational sessions to provide stakeholders with ample opportunities to obtain Project information and share questions and comments. Additionally, it will continue to conduct direct outreach to elected officials and agency representatives/staff to provide Project updates and information on the permitting process as appropriate. Outreach meetings and events may include:

Presentations to local groups, boards, and elected officials: Presentation opportunities will be coordinated with local groups, boards, and elected officials within the Project Area and posted on the website. Meeting materials such as comment cards and/or questionnaires will be utilized as appropriate.

Pop-up meetings: Informal pop-up meetings, booths, display tables, or exhibits will be scheduled at, for instance, local fairs, to create opportunities to bring information to local residents, supplementing the formal meeting structure.

COMMUNICATION CHANNELS

WEBSITE

A Project website will be created as part of www.dwwind.com and will be the communication center for the Project, providing a user-friendly resource for all Project information. The website will provide timely, relevant, accurate, and complete Project information available to all stakeholders and the public. The website will include information such as:

- Project and developer description
- Project benefits
- Contact information
- Opt-in for mailing/email list sign-up
- Document repository
- Information on the permitting review process
- Schedules of meeting and outreach event dates and times

SOCIAL MEDIA OUTLETS

A Project Facebook page and other social media platforms will be created to provide information in a user-friendly manner. Using posts, images, and videos, the Project team will update its Facebook page and other social media regularly throughout the Project.

E-BLASTS

E-blasts, which are one-page emails designed to be distributed to a large number of email addresses simultaneously, may be used to announce meetings and important Project-related information.

PROJECT COLLATERAL

Project collateral such as palm cards, fact sheets and brochures will be created to provide an overview of the Project and detail resources for additional information.

PUBLIC/LEGAL NOTICES

Notices of meetings and Project filings will be published as required in the newspapers of record in the Project Area.

NOTICES, FLYERS

Notices or flyers may be created and posted on community bulletin boards and calendars or distributed in high-traffic areas, such as post offices and libraries, throughout the Project area to inform the public of upcoming meetings and to encourage visits to the Project website.

ADVERTISEMENTS

Advertisements may be placed in daily and weekly newspapers to promote attendance at outreach events as necessary or to generate awareness about the Project.

MEDIA RELATIONS

A database of media contacts (print, radio, and electronic) will be developed for this Project and will include local and regional media.

Media releases will be developed and distributed to announce outreach events, meetings, and Project news. News outlets will be encouraged to direct their readers to the Project website.

ADDITIONAL COMMUNICATION METHODS

Other communication methods and vehicles necessary to support the communications phase may be identified as the Project progresses.