

# ENERGY PROJECT PUBLIC ENGAGEMENT IN A CHANGING WORLD

October 27, 2020  
Online | Central Time



*"I really enjoyed the EUCI 12th Annual Conference on Best Practices in Public Participation for Transmission Projects. This was a great opportunity to connect with practitioners across the nation and compare notes on best practices, challenges, and successes. It was very useful to get the perspectives of utility providers in different parts of the country."*

Director, Horizon Water and Environment

## EUCI ONLINE CONFERENCE

EUCI is pleased to offer this virtual conference on its online interactive platform. Enjoy a valuable learning experience with a smaller impact on your time and budget. You will gain new knowledge, skills, and hands-on experience in from the comfort of your remote location.



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for the conference

## OVERVIEW

Energy infrastructure projects can be characterized by high perceived risk and low stakeholder trust. A balance must be struck between the need for additional energy development and landowner priorities, environmental impact considerations and regulatory compliance.

A comprehensive strategic public engagement process is a key tenet to the success of any energy project. Whether it be transmission or a renewable project, all stakeholders must be engaged throughout the process, using a wide variety of communication and engagement techniques that are tailored to the needs of each stakeholder. But how do you tackle this daunting challenge and especially now in this changing world of COVID-19?

As an attendee of this EUCI virtual symposium, you will hear lessons learned from leading professionals. You will learn the strategies and methods they use to positively engage stakeholders, build trust with the community, and overcome project obstacles. From this symposium, you will obtain practical tools and techniques that can be immediately implemented within your own organization to improve the efficiency and effectiveness of your public engagement program.

## LEARNING OUTCOMES

- Review best practices for project consensus building
- Discuss best practices for engaging challenging conversations
- Review ways of creating stakeholder equity in public participation conversations
- Describe some methods and ways to improve engaging stakeholders virtually
- Visualize different ways of post-pandemic outreach and engagement
- Engage in this panel discussion on how COVID-19 has affected public engagement
- Discuss the value of public engagement and how to sell it to management within your own organization
- List some methods for leveraging key stakeholders for project promotion



***“This conference was outstanding! The panel of speakers provided valuable insight, tools and techniques on addressing the public’s concerns and opposition!”***

Project Manager II, Tampa Electric



***“The conference provided a platform of seasoned professional who shared their insights, real-life experiences and their findings pertaining to best practices in public participation for transmission projects.”***

Manager, Area Government and Community Affairs,  
ITC Holdings Corp.



***“The conference was a wonderful opportunity to learn from an impressive array of speakers representing utilities from across the nation.”***

Corporate Communications,  
American Transmission Company

# AGENDA

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TUESDAY, OCTOBER 27, 2020 - CENTRAL TIME

- |                            |  |
|----------------------------|--|
| <b>9:00 – 9:10 am</b>      | <b>Log In</b>  |
| <b>9:10 – 9:15 am</b>      | <b>Introductions</b>   |
| <b>9:15 – 10:00 am</b>     | <p><b>Consensus Building</b><br/>Public Engagement is a challenging process and one that must include getting many on your side for a project to be successful. This discussion will cover best practices for building a consensus through your stakeholder engagement.<br/><i>Gregory Mathe, Manager – Electric Transmission Communications, Dominion Energy</i></p>  |
| <b>10:00 – 10:05 am</b>    | <b>Break</b>   |
| <b>10:05 – 10:50 am</b>    | <p><b>Best Practices for Responding to Project Criticism</b><br/>Even the most proactive, thorough, and creative outreach efforts are not immune to project opposition. As political and social pressure on essential infrastructure increases, utility investment in community outreach and stakeholder management strategies are more important now than they have ever been. This discussion will share some best practices on engaging challenging conversations, using clear and concise language, building long-term relationships with stakeholders, and turning opposition in allies.<br/><i>Joe Fedele, Stakeholder Management, National Grid</i></p>   |
| <b>10:50 – 10:55 am</b>    | <b>Break</b>   |
| <b>10:55 am – 11:40 pm</b> | <p><b>Washington State Conversations on Equity in Public Participation</b><br/>Washington UTC is in the middle of rulemakings to implement the state's Clean Energy Transformation Act, which sets binding goals for non-carbon emitting resources for Washington electric utilities and includes numerous equity provisions. This presentation will discuss stakeholder conversations around equity in public participation, including access and targeted outreach.<br/><i>Kate Griffith, Energy Policy Advisor, Washington Utilities &amp; Transportation Commission</i></p>  |
| <b>11:40 am – 12:25 pm</b> | <b>Lunch Break</b>   |
| <b>12:25 – 1:10 pm</b>     | <p><b>Virtual Stakeholder Engagement: Changing the Way We Communicate</b><br/>The AEP Transmission Project Outreach team faced challenges last spring when cases of COVID-19 began to be reported in the U.S. As the reported number of cases increased, AEP implemented safety procedures for employees which included no external meetings. The job of communicating large projects with communities changed overnight and the project outreach team pivoted to a new way of communication. The team re-visited existing practices and began to look for new ways to effectively communicate to affected landowners and key stakeholders. By implementing different ways of stakeholder communications, the team has learned what works and what doesn't as well as how people respond in a virtual world. We continue to work to develop tools and enhance our stakeholders' experience, one project at a time.<br/><i>Juliet Capeheart, Manager Transmission Project Outreach, American Electric Power</i></p> |
| <b>1:10 – 1:15 pm</b>      | <b>Break</b>   |

# AGENDA

TUESDAY, OCTOBER 27, 2020 - CENTRAL TIME (CONTINUED)

**1:15 – 2:00 pm**

## **2020 Post-Pandemic Public Participation**

The COVID-19 pandemic and resulting social distancing has redefined how public outreach and engagement can be accomplished on energy projects. This presentation will highlight some ways that Tampa Electric will utilize in their post-pandemic outreach and engagement.

1. Public Outreach & Engagement Beyond the Pandemic
2. Virtual Outreach

**Arlee Jones PgMP®, EVMP®, Project Manager II - ED Project Management, Tampa Electric**

**2:00 – 2:05 pm**

**Break**

**2:05 – 2:50 pm**

## **How COVID-19 has Affected Public Engagement Panel Discussion**

This question and answer session will give attendees a chance to ask these utility professionals about how their companies have prepared, executed, and tracked engagement with stakeholders during these work-from-home pandemic times.

**Sophia O’Keefe, Manager, Transmission Engagement, Duke Energy**  
**Tiffany Taylor-Minor, Project Communications Manager, Dominion Energy**  
**Kendra McAuliffe, Stakeholder Specialist, National Grid**

**2:50 – 2:55 pm**

**Break**

**2:55 – 3:40 pm**

## **How to Measure the Value of Public Engagement?**

While utilities are increasingly devoting staff, money, and time to build out the public engagement functions in their organizations, professionals in these externally facing roles still struggle to demonstrate the value they bring to their organizations. This discussion will not only uncover some methods to clearly demonstrate to your senior leadership the both value of public engagement, but also detail how you can best “sell” your value in your organization.

**Marc Lucas, Esq., Director of Major Permits and Stakeholder Management, National Grid**

**3:40 – 3:45 pm**

**Break**

**3:45 – 4:30 pm**

## **Leveraging Key Stakeholders to Promote a Project**

Leveraging unions, civic and business organizations, and other external key stakeholders to promote a project is key to a project’s success. It is a crucial part of the process that can not be avoided. From valuable project experience, comes methods and best practices for doing this. These will be discussed along with project examples in this presentation.

**Tiffany Taylor-Minor, Project Communications Manager, Dominion Energy**

**4:30 – 4:40 pm**

**Program Wrap-up**



***“This conference is an excellent opportunity to learn effective & successful techniques to work with stakeholders and agencies alike, highlighting case studies & lessons learned from projects across the country.”***

Sr. Project Manager, TRC

## INSTRUCTIONAL METHODS

Case studies, PowerPoint presentations and group discussion will be used in this event.

## REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must login for the entirety of the course to be eligible for continuing education credit.

## IACET CREDITS



EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

**EUCI is authorized by IACET to offer 0.6 CEUs for the conference.**

## ONLINE COURSE DELIVERY & PARTICIPATION DETAILS

We will be using Microsoft Teams to facilitate your participation in the upcoming event. You do not need to have an existing Teams account in order to participate in the broadcast – the course will play in your browser and you will have the option of using a microphone to speak with the room and ask questions, or type any questions in via the chat window and our on-site representative will relay your question to the instructor.

- You will receive a meeting invitation which will include a link to join the meeting.
- Separate meeting invitations will be sent for the morning and afternoon sessions of the course.
  - o You will need to join the appropriate meeting at the appropriate time.
- If you are using a microphone, please ensure that it is muted until such time as you need to ask a question.
- The remote meeting connection will be open approximately 30 minutes before the start of the course. We encourage you to connect as early as possible in case you experience any unforeseen problems.



*“My experience attending EUCI’s conference remotely went very well. The technology utilized was very user-friendly and allowed me to fully participate in the conference. I’m glad I was able to receive the training & knowledge needed, despite an inability to travel. Would certainly recommend to others!”*

Regulatory Affairs, DTE Energy

To Register Click Here, or

**Mail Directly To:**

PMA Conference Management  
405 Highview Rd  
Englewood NJ 07631  
201 871 0474  
Fax 253 663 7224  
register@pmaconference.com

# ONLINE DELIVERY & PARTICIPATION DETAILS

EUCI will use Microsoft Teams to facilitate participation in the upcoming event. Attendees do not need to have an existing Teams account to participate in the broadcast. The course will play in attendee's browser. When attendees sign on, their microphones are typically muted. Attendees should keep their mic muted until such time as it's needed to ask a question. During the event, participants will have the option of using a microphone to speak with the room and ask questions, or type in any questions via the chat window and our online administrator will relay your question to the instructor.

- Each attendee will receive an event invitation by e-mail, which will include one link to sign on for each half-day of the event (i.e., three links for a 1 ½ day event). The appropriate link must be used to join each half-day event segment at the appropriate time.
- The remote meeting connection will open approximately 30 minutes before the start of the course. We encourage attendees to connect as early as possible in case of unforeseen problems.

## PLEASE SELECT

- ENERGY PROJECT PUBLIC ENGAGEMENT IN A CHANGING WORLD ONLINE CONFERENCE:**  
OCTOBER 27, 2020: US \$795 (Single Connection)
- PACK OF 5 CONNECTIONS:** US \$3,180 *(20% Discount)*
- PACK OF 10 CONNECTIONS:** US \$5,565 *(30% Discount)*
- PACK OF 20 CONNECTIONS:** US \$9,540 *(40% Discount)*

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name

Job Title

Company

Address

City

State/Province

Zip/Postal Code

Country

Phone

Email

### CREDIT CARD INFORMATION

Name on Card

Billing Address

Account Number

Billing City

Billing State

Exp. Date

Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

Billing Zip Code/Postal Code

**OR** Enclosed is a check for \$ \_\_\_\_\_ to cover \_\_\_\_\_ registrations.

#### Substitutions & Cancellations

Your registration may be transferred to a member of your organization up to 24 hours in advance of the event. Cancellations must be received on or before September 24, 2020 in order to be refunded and will be subject to a US \$195.00 processing fee per registrant. No refunds will be made after this date. Cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event. This credit will be good for six months from the cancellation date. In the event of non-attendance, all registration fees will be forfeited. In case of course cancellation, EUCI's liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices.

EUCI reserves the right to alter this program without prior notice.

