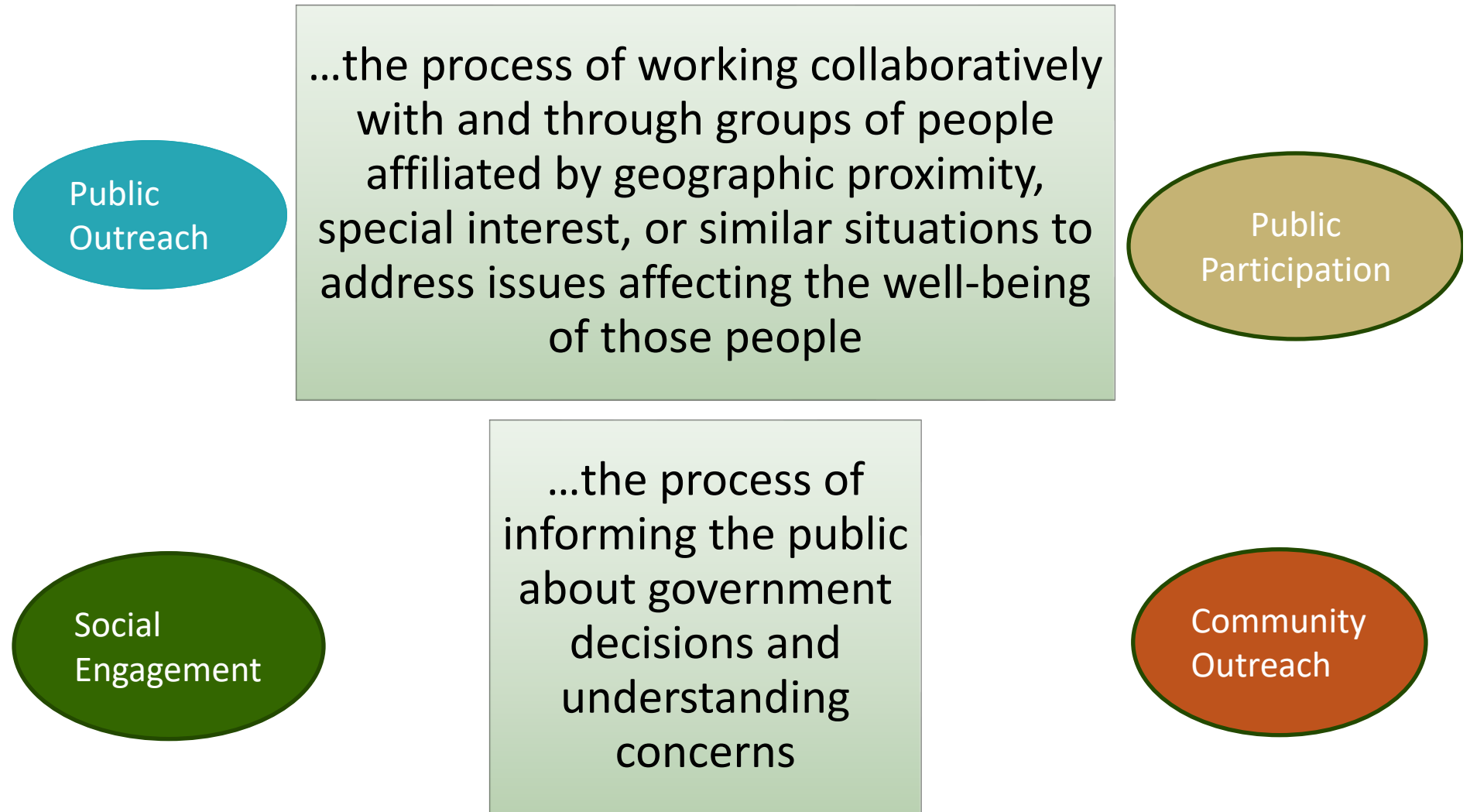# Ethical and Responsible Public Engagement

Laurie Hietter
November 3, 2021

Today's Webinar

1 Background

2 Outreach principles

3 Methods

4 Tips for success

5 References

What is Public Engagement?

Public Outreach

Public Participation

...the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people

...the process of informing the public about government decisions and understanding concerns

Social Engagement

Community Outreach

Geothermal Electricity Generation

Flash Steam	Binary	Well-head generators

Geothermal Direct Use

District heating	Agriculture	Aquaculture	Industrial	Resorts
Community	Greenhouse heating	Tilapia	Fabric drying	Spas
Commercial	Flower or vegetable growing	Salmon	Concrete curing	Pools
Industrial	Food drying	Mollusks	Timber drying	Mud baths
Residential	Soil Warming	Seaweed	Pulp and paper	
Snow melt			Food and drink	
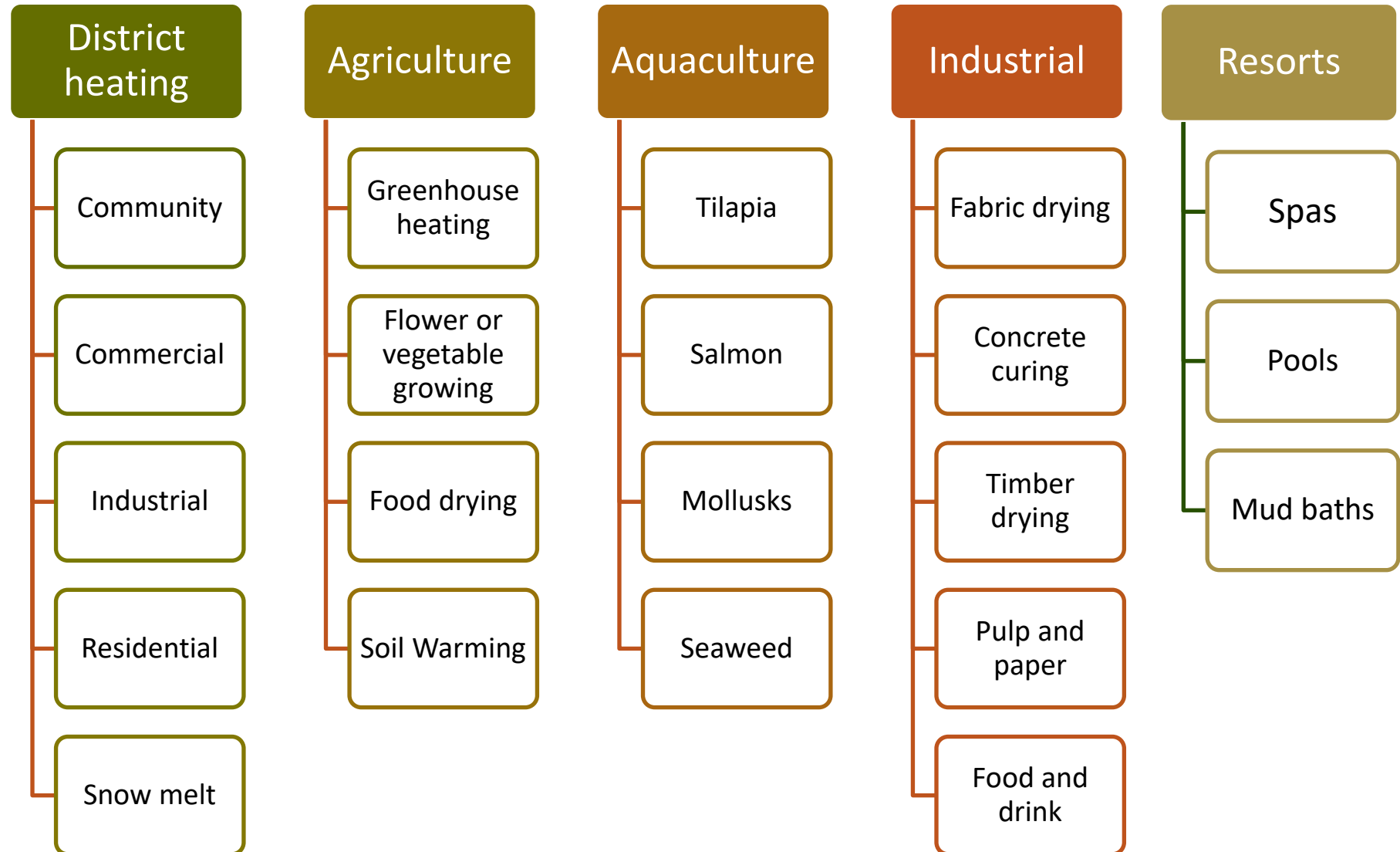
Phases of Geothermal Development

Exploration
Hydrogeology studies
Well pads
Slim holes
Large wells
Roads

Development and
Production wells
Pipelines
Power plant
Transmission line

Utilization
Power plant operation
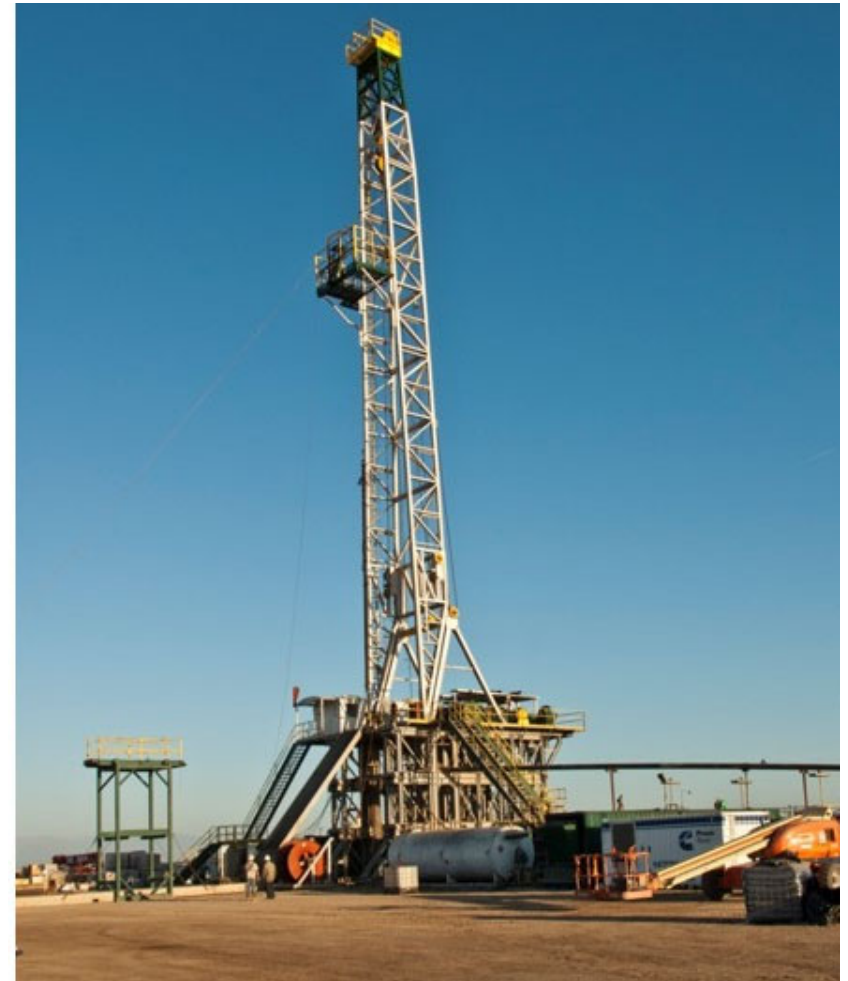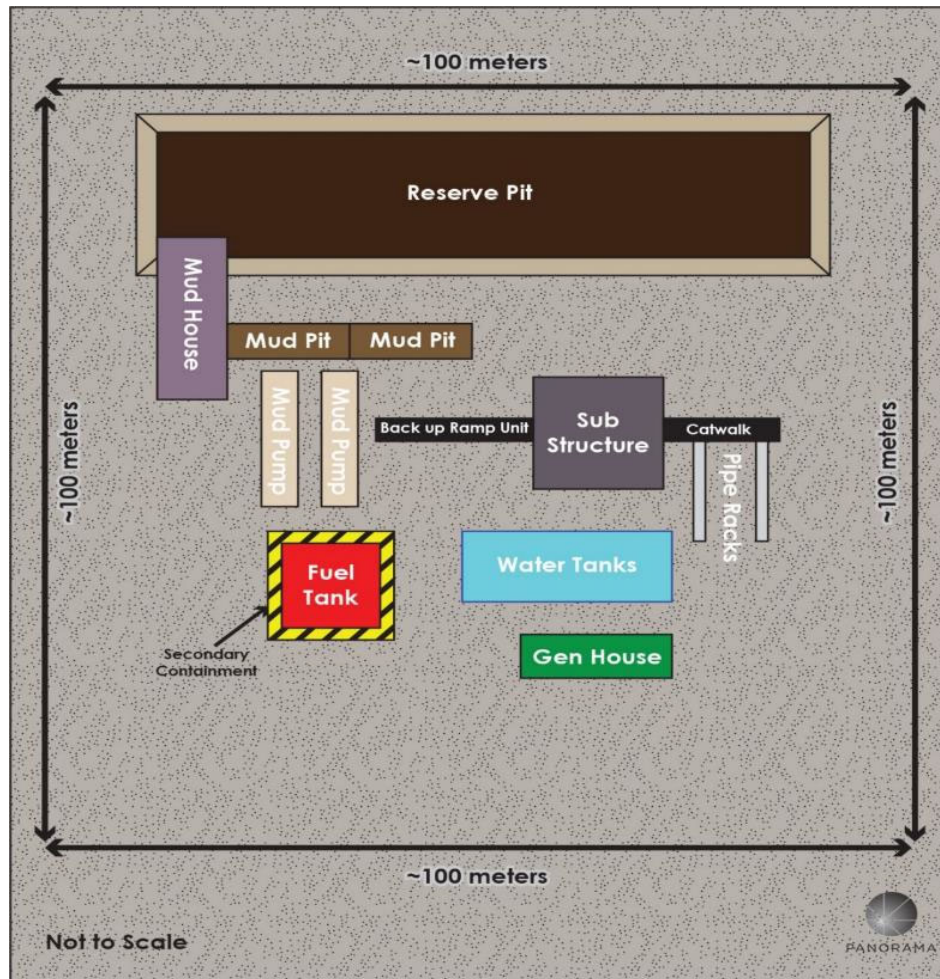Maintenance
Infill drilling

Shallow Drilling

- Smaller rigs
- Less disturbance
- Temperature gradient wells
  - Temperature with depth
  - Resource temperature
- Core holes
  - Geology
  - Faulting
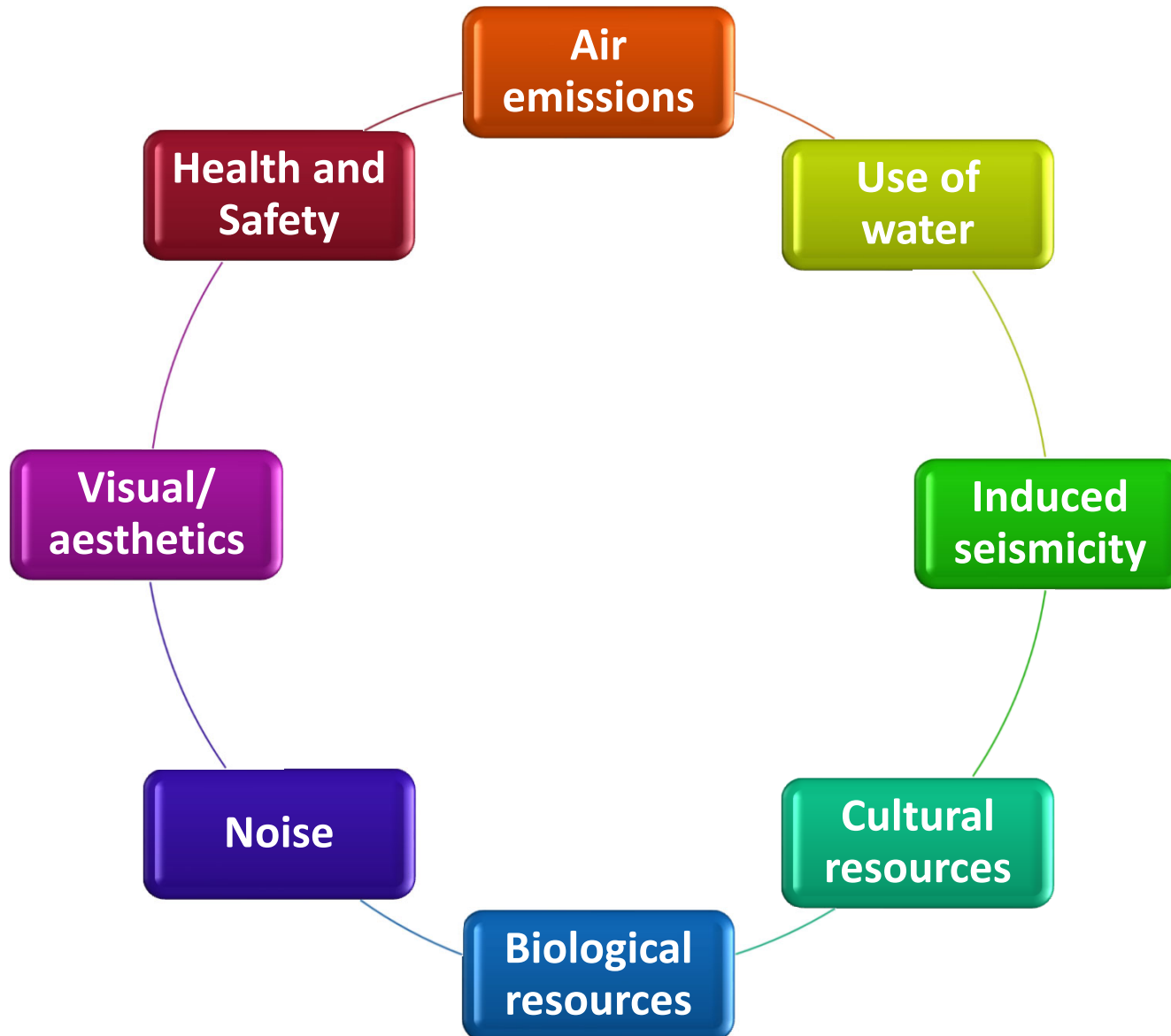
Typical Deep Well Pad Layout

Surface Disturbance

Facility	Area (acres)
Wells	
Temperature Gradient wells	1
Well pads	1 to 4
Well Field	2 to 20
Pipelines	2 to 8
Power Plants	
30 MW	15
50 MW	25
Transmission	
5 mi	24
30 mi	240

Phase	Acres
Prelim Exploration	2 to 8
Exploration (4 pads)	24
Development and Utilization (30 to 50 MW plant)	20 to 141

Source: GEA

Common Environmental and Stakeholder Issues

Air emissions

Use of water

Induced seismicity

Cultural resources

Biological resources

Noise

Visual/ aesthetics

Health and Safety

Impact Mitigation

1. **Avoiding** the impact altogether by not taking a certain action or parts of an action.
2. **Minimizing** impacts by limiting the degree or magnitude of the action and its implementation.
3. **Rectifying** the impact by repairing, rehabilitating, or restoring the affected environment.
4. **Reducing or eliminating the impact over time** by preservation and maintenance operations during the life of the action.
5. **Compensating** for the impact by replacing or providing substitute resources or environments

Engage-ment Plan

Stake-holders

Meeting

Social Media
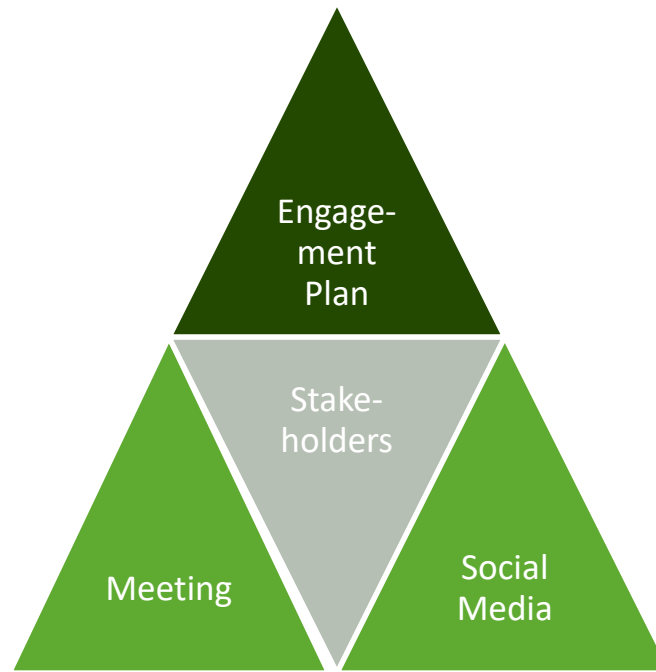
Public Engagement Methods

Why Engage the Public?

Build Consensus

Understand and **address** public, agency, tribal concerns

Comply with regulatory requirements

Identify stakeholders, concerns, impacts and issues

Provide accurate information about the project

Resolve conflicts to expedite permitting

Avoid project challenges

Regulatory Requirements

Federal
- National Environmental Policy Act (NEPA)

State
- State environmental regulations

Local
- Permit acquisition process (air, water, waste, etc.)

Cultural and Tribal Resources Protection

Archaeological Resources Protection Act (ARPA)
National Historic Preservation Act (NHPA)
National Environmental Policy Act (NEPA)
Native American Graves Protection and Repatriation Act (NAGPRA)
American Indian Religious Freedom Act (AIRFA)
Federal Land Policy and Management Act (FLPMA)
Executive Order 13007 "Indian Sacred Sites"
Executive Order 13175 "Government-to-Government Relationship"
DOI Tribal Consultation Policy
DOI Secretarial Order No. 3317 Meaningful Consultation
DOI Consultation Policy for Alaska Native Corporations

A Word about Ethics

- Accuracy
- Honesty
- Inclusiveness
- Thoroughness
- Reputation
  - Yours
  - Institution
  - Company
  - Community

All are necessary for a sustainable program
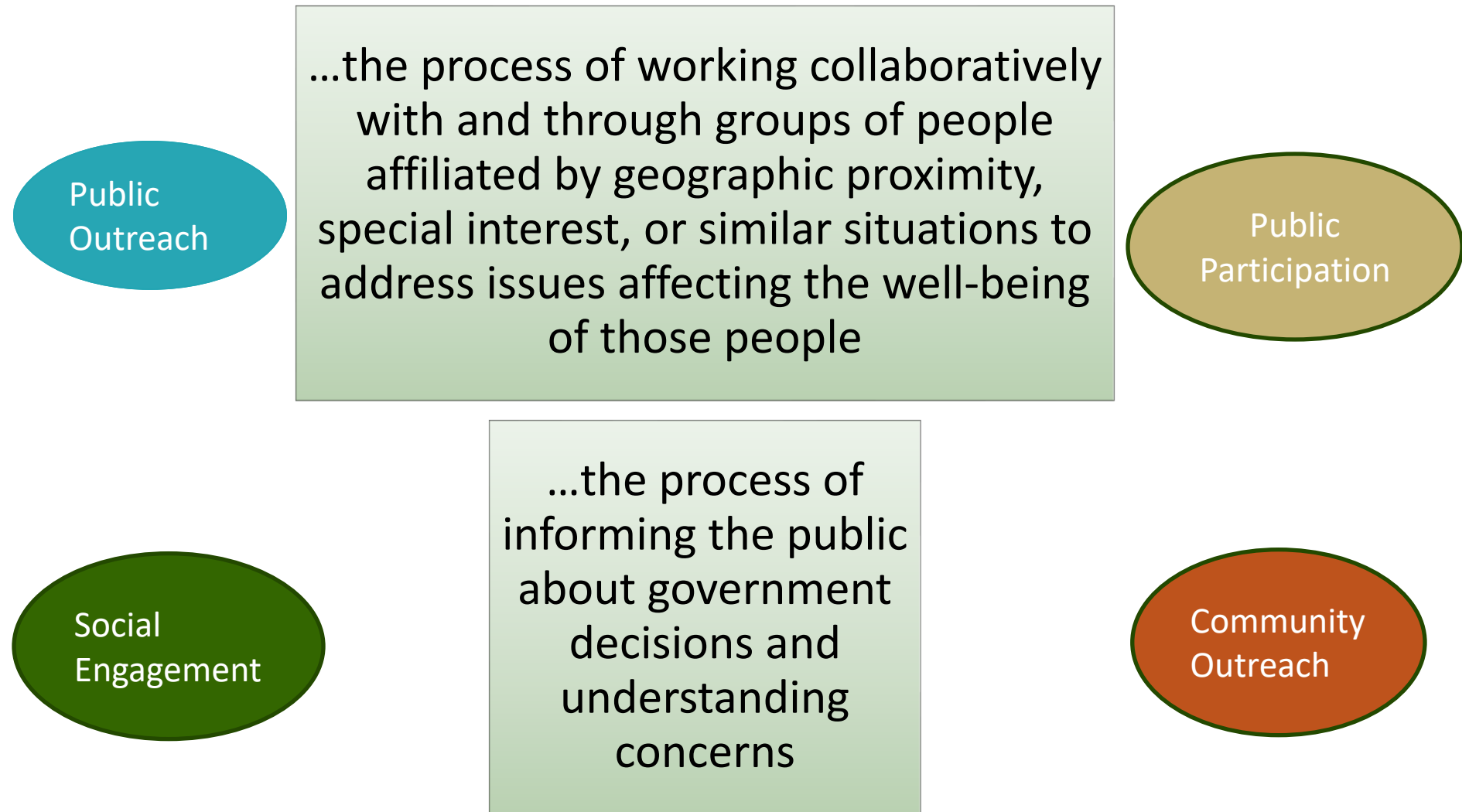
Outreach Principles

Educate

Establish Relationships

Maintain Communications

Acknowledge and Address Impacts

Monitor, Analyze, And Publish Data

What is Public Engagement?

Public Outreach

...the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people

Public Participation

Social Engagement

...the process of informing the public about government decisions and understanding concerns

Community Outreach

Outreach Principles

Educate

- Project
- Goals
- Benefits
- Impacts
- Protections

Communicate

- Identify needs and concerns
- Follow up
- Not one and done

Relationships

- Build trust
- For the long term

Impacts

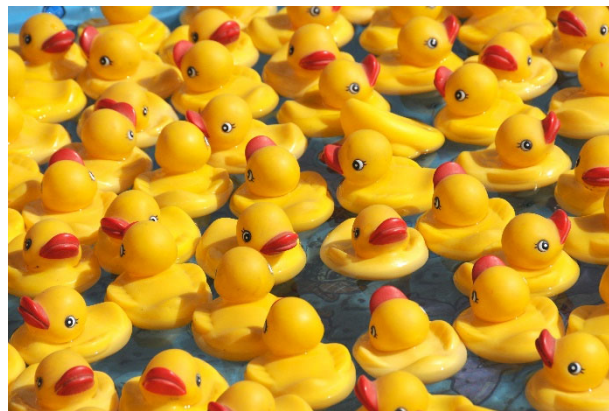- Identify
- Acknowledge
- Avoid/Lessen

Monitor

- Adjust as needed
- Communicate results

Identifying Stakeholders

Who is THE PUBLIC?

Identifying Stakeholders

- Government
  - Permitting agencies
  - Affected department staff
  - Elected officials
- Community
  - Adjacent property owners
  - Neighbors
  - Homeowner associations
  - Community groups
  - Schools

Identify Stakeholders and Issues

Communities

Gathering locations

Local leaders

Start early and identify:

Local groups

Traditional use sites

Spiritual significance

Typical Questions

General Project Questions

- Where is the project?
- Who is proposing this project?
- Who is paying for this?
- How long will it take to build?
- How many jobs will there be?
- Is this a union job?
- Why do we need this?

Typical Questions

Air emissions

- What are the emissions?
- Will I smell hydrogen sulfide?

Hydrology

- How much water will be used?
- Where will you source the water?
- Will the springs dry up?

Induced seismicity

- Will the drilling or extraction cause earthquakes?

Cultural resources

- Will the excavation affect tribal or cultural resources?

Typical Questions

Biological Resources

- Will endangered plants or animals be affects?
- Will the project effect wetlands?

Noise

- How much water will be used?
- Where will you source the water?

Health and Safety

- Will the project cause a well blowout?
- Are the emissions dangerous?

Visual and Aesthetics

- What will the project look like?
- Can I see it from a scenic roadway?

Timing and Outreach Opportunities

Project Definition

Pre-Environmental Review

- Agencies and tribes first
- Hold initial meetings with neighbors/public
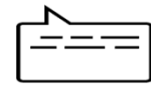- Develop a contact list
- Newlsetters

Environmental Review

- On-going contact with agencies
- Public meetings, workshops, and hearings
- Website or social media for public
- Newsletters

Construction and Operations

- Data sharing with public and agencies
- Site tours and ongoing education
- Hotlines for public concerns
- Newsletters

Outreach

- Involve and update the public and agencies
- Hold public meeting at scoping to present
  - Project
  - Process
  - Measures to reduce effects
- Use appropriate media for community
- Inclusive and culturally appropriate communication

Notifications and Communication

- Stakeholder list
  - Develop a stakeholder list with contact information
    - Assessor's parcel list
  - Database
    - Google Docs
  - Update it as needed
- Notifications
  - Newspaper
  - Direct mailing (folded single page, postcard)
- Social media
  - Website
  - Facebook
  - Twitter
  - Instagram
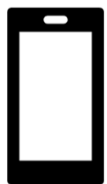
Outreach by Audience

Agency Staff

- Solicit input early
- Communicate often
- Share results
- Communicate mitigation plans
- Be prepared for technical staff

NGOs and Public

- Educate on benefits and impacts
- Present information understandably
- Listen to concerns and address directly
- Be understanding and non-confrontational

Tribes

- Government-to-government consultation
- Meetings with tribal staff
- Cultural concerns and differences
- Ethnographers
- Site visits
- Document consultation and meetings

Governments Representatives

- Establish relationships
- Prepare concise informational materials
- Take on site tours
- Provide feedback on regulatory process

Document all of your meetings and communications

Types of Meetings

- Public community meetings
  - Open house
  - Presentations
  - Homeowners' associations
  - Key community influencers
- Governmental agency staff meetings
  - Meet with regulatory staff to introduce the project and identify issues
- Non-governmental organization meetings
  - Separate meeting if NGOs express concerns

Structure Productive Meetings

- Agendas
- Sign-in method
- Set the ground rules
- Civility at all times
- Keep to schedule
- Take notes and document
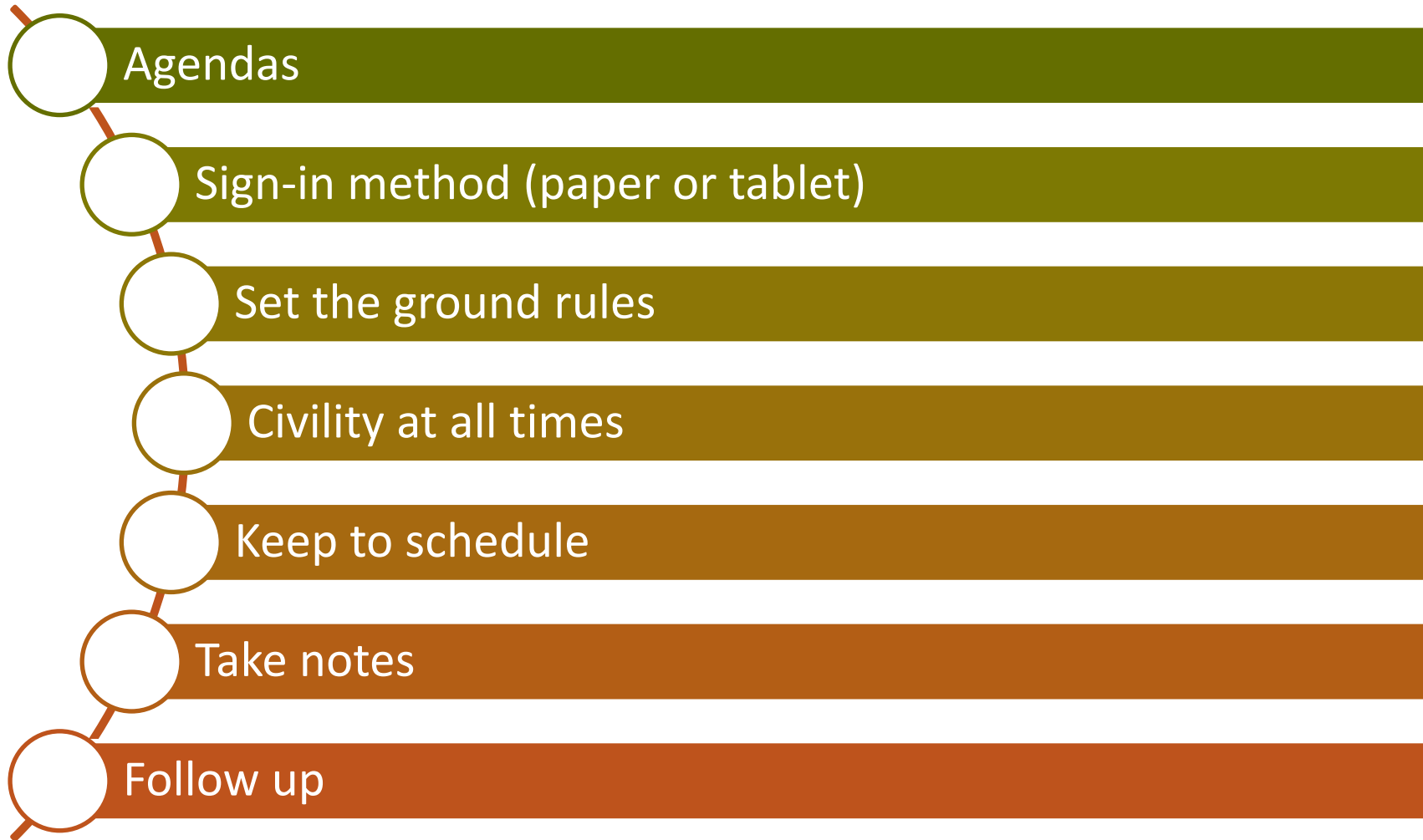- Follow up

Traditional Meeting

Open House

Comment Walls

Structure Productive Meetings

- Agendas
- Sign-in method (paper or tablet)
- Set the ground rules
- Civility at all times
- Keep to schedule
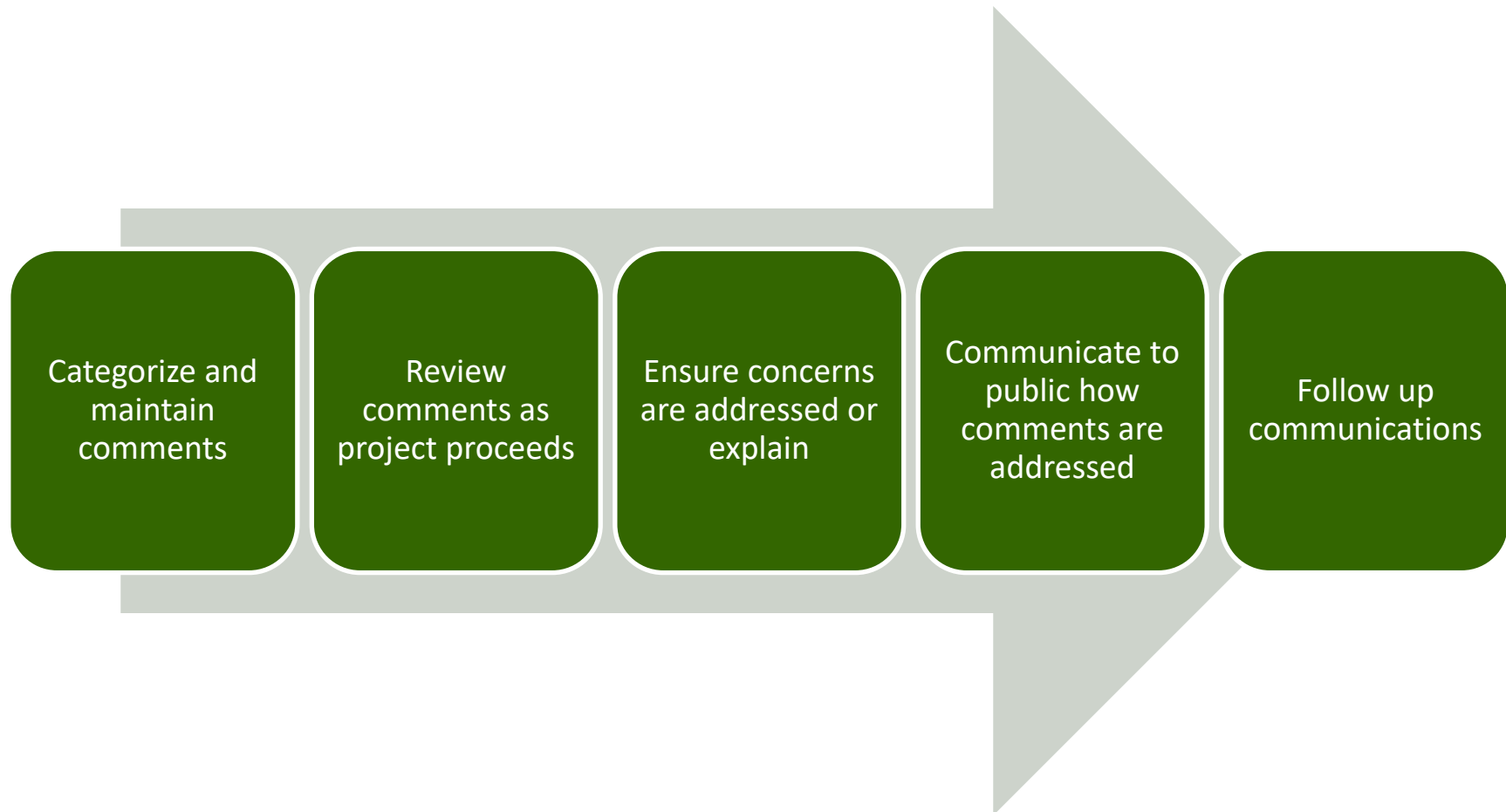- Take notes
- Follow up

Meeting Agendas

- Introduce participants
  - Ground rules if the meeting is large or controversial
- Describe project
  - Location (map and photos)
  - Who is proposing
  - Types of facilities to be built
  - Map and scope of surface disturbance
  - Environmental protection measures
  - Schedule
- Discuss environmental review and permitting process
  - National, tribal, state, local
- Public Comments
  - Comment cards

Social Media

- Websites can be primary sources of information
- Check with sponsor, funding, applicant about using social media
- Determine
  - *Which social media platforms will be used?*
  - *What platforms do the community prefer?*
  - *What information will be disseminated?*
  - *What does not get posted to social media?*
  - *How frequently will information be posted?*
  - *Interactive or static?*
- Identify community notification preferences
  - Through a postcard mailer
  - Social media
  - At a meeting

Managing and Tracking Comments

Categorize and maintain comments

Review comments as project proceeds

Ensure concerns are addressed or explain

Communicate to public how comments are addressed

Follow up communications

Stakeholder Engagement Plans

Develop a plan to be your road map

- Definitions
  - Project overview
  - Stakeholders
  - Objectives of engagement
  - Team participants
- Engagement Methods
  - Stakeholder tracking
  - Consultation plans
  - Meetings
  - Website
- Additional Tools
  - Fact sheet
  - Frequently asked questions (FAQs)
  - Posters, maps, sign-in sheets, notices
- Plan Updates and Comment Tracking

Stakeholder Engagement Plans

1. Introduction and Project Description

Who, what, where, why, when

2. Public Consultation Regulations and Requirements

What are the statutory requirements?

3. Stakeholder Identification, Stakeholder Inventory

Communities to engage—nearby, along access routes, NGOs

Key leaders to engage—community, NGO, government agency staff

Company representatives—maintain a consistent face of company

This is a living document

Stakeholder Engagement Plan (cont.)

4. Methods

    A. Methods for Information Dissemination and Public Consultation Communication

        1. Notices, website, media, radio, social media

        2. Meetings—one-on-one, small groups, town halls

        3. Data sharing—agencies

    B. Issues Scoping

       How will you identify the issues?

    C. Environmental Documents Review

       Who will prepare and review the environmental doc?

    D. Construction and Operations

       How will you communicate with the public during construction and operation?

Stakeholder Engagement Plan (cont.)

5. **Schedule and Timetable**

    Planning for all activities

6. **Resources and Responsibilities**

    Roles and Responsibilities

7. **Grievance Mechanism**

    Consistent company representative

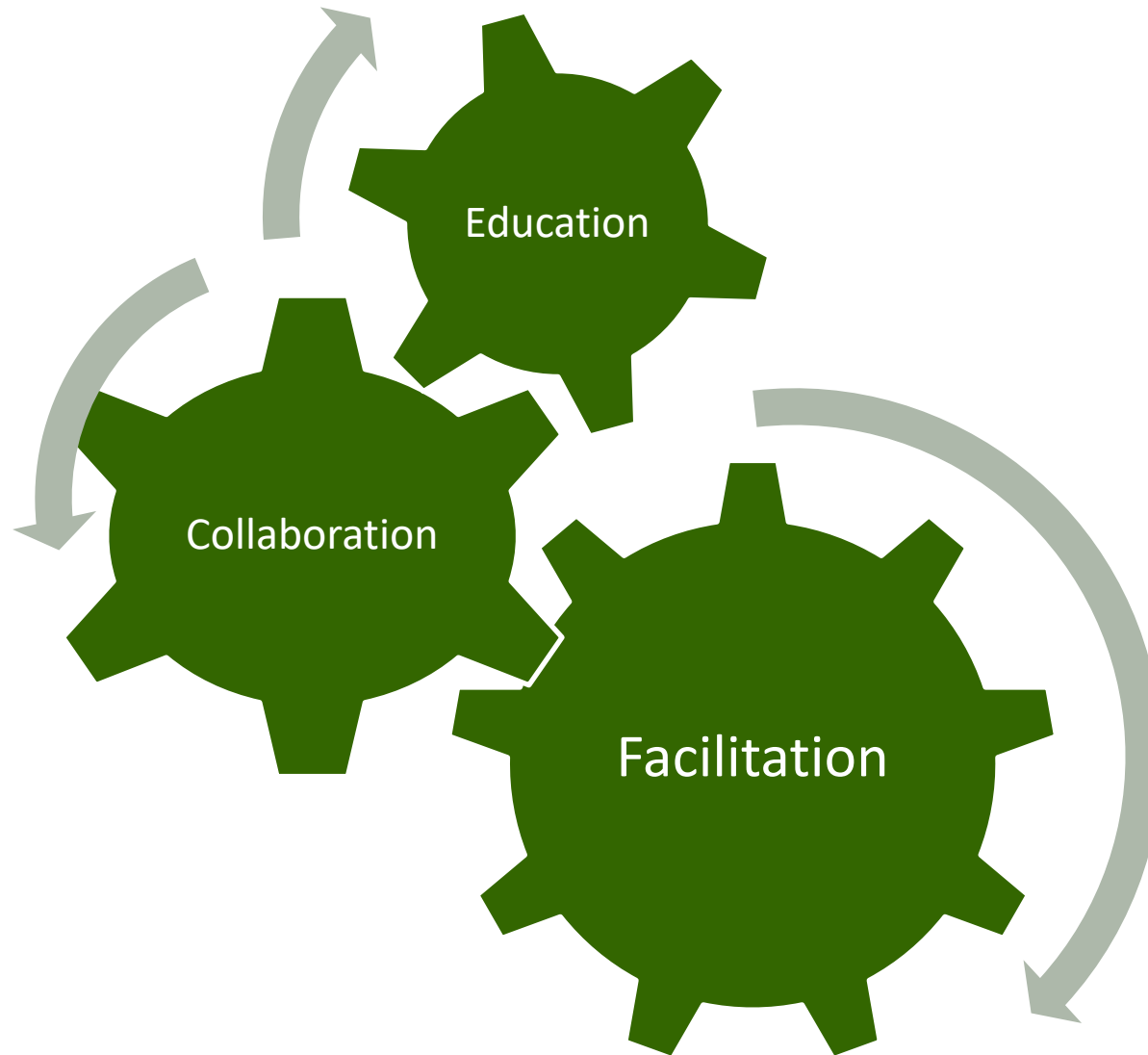   *Define leaders in community to participate*

    Include women

8. **Monitoring and Reporting**

    Does an agency or funding source require monitoring and reporting on public outreach?

    What are the methods?

Successful Public Engagement

Tips for Success

Identify applicable regulations

- National regulations
- Ministries
- Local
- Funding

Identify stakeholders

- Agencies
- Local communities and businesses
- Community leaders and groups
- NGOs

Communicate plans

- At initiation
- Regularly thereafter

Follow up

- Consistent communication
- Accuracy and honesty
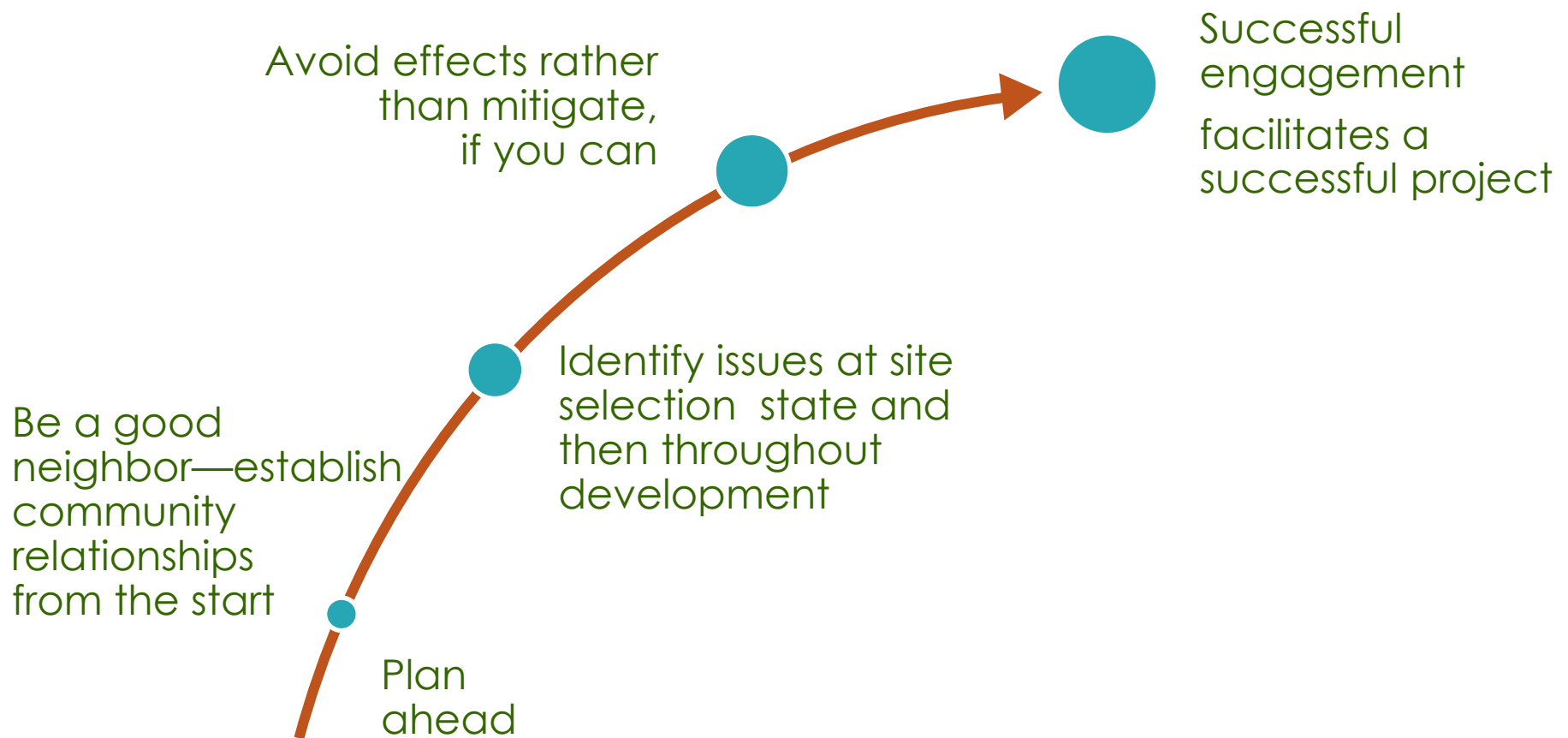- Meet commitments
- Manage expectations

EARLY

OFTEN

INCLUSIVE

EXPERTS

CONSENSUS

SUCCESS

Plan Ahead for Success

Plan ahead and remember— community engagement is an on-going process!

Avoid effects rather than mitigate, if you can

Successful engagement

facilitates a successful project

Identify issues at site selection state and then throughout development

Be a good neighbor—establish community relationships from the start

Plan ahead

References

Geothermal Public Outreach Guides

2011 *Geothermal Education and Outreach Guide*

> California Energy Commission Publication
> How-to for public outreach

https://californiaenergycommissionlibrary.on.worldcat.org/v2/oclc/1029566862

2005 *Geothermal Outreach Principles and Comment Analysis Report*

> National Geothermal Collaborative Publication
> Eight geothermal projects
> Technical analysis of public comments
> Development of outreach principles

Public Interest Energy Research (PIER) Program
INTERIM PROJECT REPORT

California Geothermal Energy Collaborative

Geothermal Education and Outreach Guide

Geothermal Outreach Principles and Comment Analysis Report

National Geothermal Collaborative
Many stakeholders, one vision.
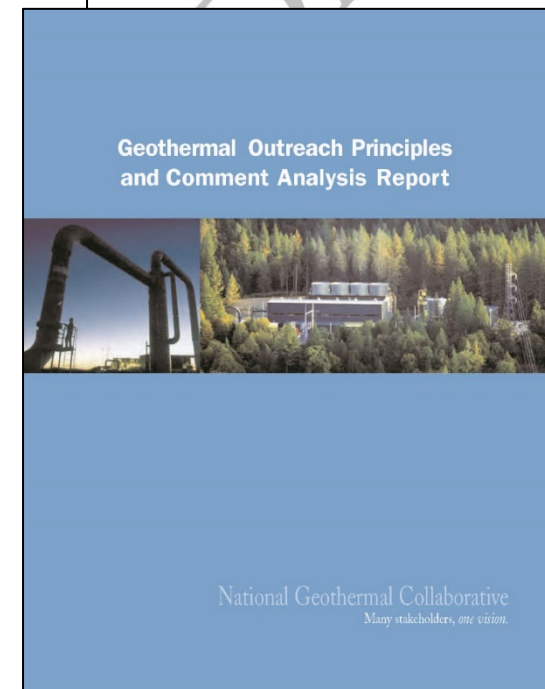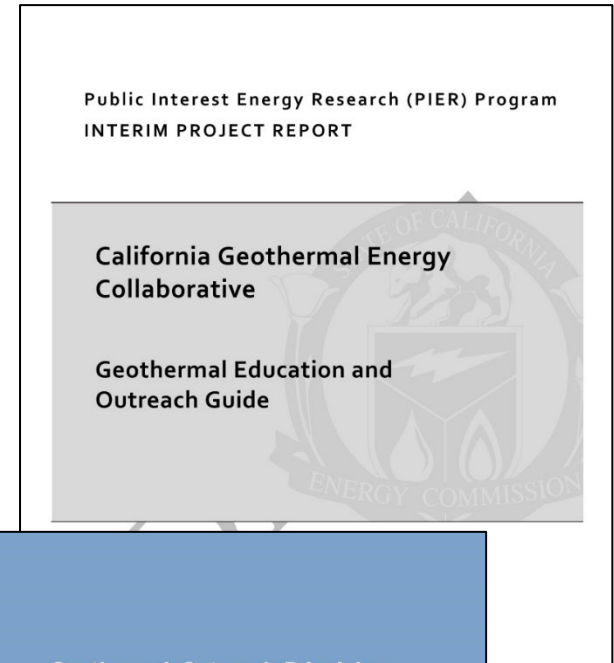
Questions

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