



Public Engagement Work Group Progress Report

January 13, 2010

The Public Engagement work group met on December 15, 2009, and January 12, 2010, and developed the following the consensus recommendations.

MEDIA STRATEGY

The Michigan Department of Energy, Labor & Economic Growth (DELEG) press office will serve as the primary media contact and the repository and delivery mechanism for media materials pertaining to the GLOW council. Staff will provide materials to support this effort, including frequently asked questions, a model presentation, and fact sheets describing the council's activities.

PUBLIC COMMENT PROTOCOL

Staff will provide the council with a weekly summary of all unsolicited comments (website, e-mail, U.S. mail, and telephone). Staff will amend the council website to accept unsolicited public comments and add people to the council's e-mail distribution list. Staff will create a generic response acknowledging receipt of comments; expressing appreciation for the party's interest; and inviting the party to sign up for council information. Public comments provided at council meetings will be included in the meeting notes.

COASTAL COMMUNITY MEETING PLANS

Locations

The work group recommended the following locations for the coastal community meetings:

Bay City (March 18)

Escanaba (2 to 3 weeks later)

Muskegon (2 to 3 weeks later)

The idea of conducting two meetings in each location (an afternoon meeting and another from 6:30 to 9:00 PM) was favorably received. The work group will discuss this idea further when it convenes in late January.

Local Partners and Hosts

Staff will work with council members to develop a list of key contacts in each of the three host communities for early outreach by council members. These contacts should be made before the intent to hold meetings in these communities is widely publicized. Local partners will be integral to co-hosting the meetings and procuring a venue, as well as to building attendance at the meetings.

Venue

The venue space should be large enough to seat up to 200 people and should be at a neutral location, such as a school or other public facility. The work group recommends that the venue and room arrangement have seating at round tables instead of rows of chairs to provide attendees more opportunity for conversation and informal information exchange.

Key Messages

Members focused on answering the question: Why offshore wind? The following points were suggested by the chair:

- Diversifying Michigan energy choices and securing investments in the economy
- Increasing energy security while recirculating more of Michigan's \$20 billion annual energy expenditures in the state
- Reducing GHG and other emissions like mercury
- Stabilizing future energy prices for Michigan

Work group members also offered the following key messages to emphasize in community meetings:

- Michigan power plants are aging.
- All energy choices have impacts.
- Offshore wind will bring jobs.
- The RPS legislation calls for new renewable energy.
- Michigan wants to contribute to the world's clean energy future.

The following list of key messages, incorporating the above points, is offered to council.

- Offshore wind can create jobs through advanced manufacturing.
- Offshore wind can help diversify Michigan energy choices and increase energy security.
- Offshore wind can secure investments in the economy while keeping more of Michigan's \$20 billion annual energy expenditures in the state.
- Offshore wind can reduce GHG and pollution emissions like mercury.
- Offshore wind can stabilize future energy prices for Michigan.

The work group also noted that the council's messages should emphasize the need for Michigan to be prepared for future offshore wind developments in the Great Lakes. That is, the state needs to enact an effective regulatory process that includes clear standards for

permitting and leasing of the state-owned Great Lakes bottomlands and opportunities for public engagement in this process.

Meeting Materials

The following items will be completed by the work group for use at the meetings:

Printed handout materials

(8½” x 11” black/white)

- Agenda
- Member list, with affiliation
- Written comment form or 3x5 cards
- Fact sheet: list of mapping criteria
- Fact sheet: council charge, EO language

Full-color posters

(Approx. 24” x 36” distributed around perimeter of room)

Draft List of Poster Titles

- Turbine technology, current (photos and text)
- Turbine technology, future (images and text)
- Public input process and the EIS (flowchart and text)
- Wind resource maps (maps and legend)
- Bathymetry (maps and legend)
- Habitat layers showing how the IFR tool works (maps and text)
- Council charge, overview (timeline and text)
- Michigan’s energy security (charts and text)
- Business opportunities (charts and text)
- Aesthetics (photos, images, and text)
- Existing power sources (map and text)

These titles will be useful as meeting content, speakers, and questions are refined.

Council Member Participation

The work group recommends that the Chair request volunteers from among the council members to attend each meeting. Staff suggested that council members be seated in the audience at round tables, as “table hosts.” MSU Extension offered to help with facilitation and hosting. SVSU faculty and Saginaw Bay Coastal Initiative leaders could be tapped for the Bay City meeting. GVSU’s Michigan Alternative and Renewable Energy Center was volunteered as a location and partner for the Muskegon meeting. At least six council members should attend each meeting, although there is no limit to the number that may attend. The Chair will be asked to invite one council member for each of the three meeting locations to coordinate with the Chair, staff, hosts, and other local stakeholders in the planning and promotion of the meeting.

Meeting Format

- The meetings should be held in the evenings (assuming only one meeting is held in each location); doors open at 6:30 PM and presentations begin at 7:00 and end around 8:30; the open house would end at around 9:00 PM. At least half of the scheduled time should be spent collecting comments and listening to participants.
- Each meeting is an opportunity for the council to inform the public of their work, and to listen to the comments provided by the attendees.
- The meetings should begin with a welcome by the local host and the GLOW representative. If available, facilitator(s) should be introduced and the evening's process should be described.
- The welcome should be followed with a brief (10-minute) presentation by the GLOW representative about the Council's charge and the potential role for offshore wind energy in Michigan's future.
- Next, a panel of council members and/or other invited experts would be asked to give brief overviews of key issues related to offshore wind in Michigan (e.g., panelists may represent economic development, environment, energy, fisheries, or turbine technology). These presentations would be meant to convey the issues under consideration by the council. The facilitator would pose a single "big picture" question for roundtable discussion in-between presentations to help moderate participant input and to avoid pent-up frustration as audience members wait to speak their mind.
- About two minutes of each gap between presentations would be used to collect audience feedback with a software program, which the full council will see demonstrated by Michigan Sea Grant and staff at the next meeting on January 19^t. The facilitator would summarize responses before asking the big-picture question for 10 minutes of round table discussion. Staff will work with Prof. Firestone and other experts on drafting questions for the work group's next meeting. The work group will refine an outline of presentation content and questions.
- After the presentations, the open house would wind-down, perhaps in an information-booth or poster-visiting format where guests are invited to visit the booth/poster with the information that most interests them, and engage in conversation with the experts (and/or discussion facilitators).
- Written comments on 3x5 cards or forms and computerized audience responses will be analyzed by the work group and summarized for the full council before the summary is made available on the website.