

# **Better Stakeholder Involvement – How to Make it Work**

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# Overview

- Importance of Communication
- NIMBY
- Siting Barriers
- Power of Knowledge
- Mitigation
- Conclusion

# Communicate

AHA

Tell the truth  
(positive and negative)

**“Dissemination of information is one of the  
cornerstones of modern civilization” ~ John F. Budd**

# NIMBY

## Not In My Back Yard

- Exclusions of people or projects due to race, ethnicity, or proximity to one's neighborhood.
  - Ex. Wal-Mart, Dunkin' Donuts, CVS, Sprint Cell Towers, Windmills, gas pipelines, LNG tanks, etc...

## Siting Barriers Exist Because...

- Lack of early involvement of stakeholders
- Lack of trust in the companies on site
- Poor or non-existent pre planning communications by companies
- Visibility and knowledge of prior accidents
- Failure to link a benefit of the project to the community
- Not establishing the need for the project in the community

# Knowledge is Power

- Horrific Visions
  - Devalue Property
  - Endanger Health
  - Circle of Death
    - Scare Tactics
    - Misinformation
- Proper Education
  - Eliminate fear of the unknown
  - Designated Areas

# A Model in Progress

Weaver's Cove Energy  
Fall River, Massachusetts

- Used FERC's Prefiling Process
- Enlisted top management's commitment to public involvement
- Developed a written communications plan
- Total team support

# Ideal Environment

- No Waste → Impossibility
- Industrialized Society to satisfy everyday needs
- All that partake must share burden until new biproduct disposal methods are found.

# Mitigation

- Creative ways to resolve and alleviate issues of concerns
  - Ex. Real Estate Program
- Funding dredging of the channel of which all will benefit
- The creation of 600 construction jobs will be offered to Fall River residents and will be guaranteed for the duration of construction for the facility.

# Progress to Date...

- Developed and followed a communication plan
  - Contacted high level elected officials first
  - Contacted surrounding neighbors on an individual basis
  - Offered a real estate plan
  - Conducted several open houses (3700 people)
  - Editorial board meetings with local newspapers
  - All public documents filed in local town libraries
  - Established 24 hour 1-800-number

# Progress cont...

- Appeared before city council, environmentalists, and other influential groups
- Left behind informational packets with the above mentioned audiences.
- Held a multi-agency meeting after filing with FERC
- Offered to meet with anyone at any time
- Appeared on local television and radio stations
- Attempted to utilize FERC's alternative dispute resolution process.
- Since July 2001, have briefed over 100 officials.
- Updated all elected officials and other key stakeholders on a regular basis

# Future

- What can businesses do to avoid these problems?
  - Communicate
  - Upfront communication with key stakeholders
    - Elected, Safety, Security Officials
    - Landowners
    - Oversight Agencies
    - Contractors
    - Employees
    - News Media
  - Provide updated data
  - Answer questions
  - Identify projected benefits
  - Seek input from all key stakeholders
  - Utilize FERC's Alternative Dispute Resolution Process

# Conclusion

- Start early informing key stakeholders
- Continually update and address concerns
- Be creative when resolving issues

Imagine the Consequences?

**“Provision for other’s is a fundamental responsibility of human life” ~ Woodrow Wilson**

