12TH ANNUAL CONFERENCE
BEST PRACTICES IN PUBLIC PARTICIPATION FOR TRANSMISSION PROJECTS Improve Permitting Process and Reduce Stakeholder Conflicts

January 24 – 25, 2018
Westgate Hotel
San Diego, CA

PRE-CONFERENCE WORKSHOP
Effective Environmental Communication for Transmission Projects
WEDNESDAY, JANUARY 24, 2018

POST-CONFERENCE FORUM
Public Outreach Executive Forum
FRIDAY, JANUARY 26, 2018

EUCI is authorized by IACET to offer 0.9 CEUs for the conference and 0.4 CEUs for each workshop.
OVERVIEW

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

A comprehensive strategic public participation process is a key tenet to the success of any transmission 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?

As an attendee of this EUCI conference, you’ll hear best practice case studies from leading electric transmission professionals. You’ll learn the strategies and methods they use to positively engage stakeholders and overcome project obstacles. You’ll leave this conference with practical tools and techniques that can be immediately implemented within your own organization to improve the efficiency and effectiveness of your public participation program.

LEARNING OUTCOMES

• Analyze strategies to develop outreach plan when dealing with rural communities & local government leaders involvement
• Examine role of a strong public involvement program in expediting environmental review through the National Environmental Policy Act (NEPA)
• Determine the key components necessary to successfully address project opposition and reduce permitting time
• Examine how to put data around experiential instincts in order to enhance your communications program
• Compare best practice case studies on successful public participation programs

“A collaborative, intimate conference to share best practices, debate industry issues and make valuable connections.”

Public Involvement Specialist, Burns & McDonnell

“This conference provides a broad spectrum of industry experts from various disciplines. All with an excellent knowledge of their subject matter area.”

Public Affairs Manager, SDG&E

“Bolting and siting of transmission lines can be a challenge for utilities and their consultants. This conference is an excellent opportunity to learn effective & successful techniques to work with stakeholder and agencies alike, highlighting case studies and lessons learned from projects across the country.”

Sr. Project Manager, TRC
BEST PRACTICES IN PUBLIC PARTICIPATION FOR TRANSMISSION PROJECTS
January 24 – 25, 2018 | San Diego, CA

FEATURING RENOWNED SPEAKERS

David Boyd
Vice President of Government and Regulatory Affairs, MISO

Shauna Laber
Commissioner, City of Mandan, ND | Senior Property & Right of Way Specialist, Basin Electric Power Cooperative

George Sous
Director – External Affairs North, PSE&G

Daniel Belin
Director of Electric Transmission, Ecology & Environment Inc.

Billie C Blanchard
Senior Regulatory Analyst, California Public Utilities Commission

Jeff Thomas
Director, Horizon Water and Environment

Arlee Jones
Project Manager II, Tampa Electric Co. (TECO)

Kaya Freiman
Corporate Communications Consultant, American Transmission Company

Janeen Rohovit
State & Sr. Gov’t Relations Representative, Rural Counties, Salt River Project

Marta Monti
Lead Author, “Transmission Planning and CapX2020: Building Trust to Build Regional

Tama Davis
Project Outreach Manager – Transmission, American Electric Power

Drew Kramer
Senior External Affairs Advisor, Tri-State Generation and Transmission Association

Michael Huynh
Manager, Local Public Affairs, Southern California Edison

Kevin O’Beirne
Major Projects Development Manager, San Diego Gas & Electric

Peter L. Kelley
Vice President | Public Affairs, American Wind Energy Association
AGENDA

WEDNESDAY, JANUARY 24, 2018

1:30 – 2:00 pm  Registration

2:00 – 2:15 pm  Opening Remarks by Chairperson

Peter L. Kelley, Vice President, Public Affairs, American Wind Energy Association

2:15 – 3:00 pm  Effective Public Participation in the Review of Transmission Projects

This presentation will discuss the effects and potential benefits of transparency and early public participation in siting transmission facilities and the environmental review of transmission projects. Example projects in San Diego County and Riverside County will be showcased and discussed. The presentation will highlight recent trends in how public participation is influencing transmission projects in California. In this presentation; we will look at:

• How public participation is incorporated into the CPUC review of transmission projects
• What are the steps to effective outreach and public participation
• How public criticism influences transmission design
• Good transmission design and siting can influence public support and permitting success

Billie C Blanchard, Senior Regulatory Analyst, California Public Utilities Commission
Jeff Thomas, Director, Horizon Water and Environment

3:00 – 3:30 pm  Networking Break

3:30 – 4:15 pm  San Diego Gas & Electric: Customer-Focused Outreach Strategies for Permitting Infrastructure Projects

In this session, you will learn how San Diego Gas & Electric utilizes best practices and lessons learned from previous projects to engage stakeholders to gain support – or mitigate opposition – of major project development of electric and natural gas projects. SDG&E’s goal is to be proactive, not reactive to customer complaints and issues. Through an understanding of perceived customer value, SDG&E strives to cater the communication strategy and frame messages to exceed expectations. In this presentation, we will look at:

• Enhancing the customer experience
• Building trust – both internally and externally
• Assessment and adjustment of past projects
• “One size doesn’t fit all”

Kevin O’Beirne, Major Projects Development Manager, San Diego Gas & Electric

"Understanding and hearing utilities discuss real world experience and what worked and lessons learned is excellent insight to improve how we handle projects in the future."

Project Outreach Specialist, Eversource

"The conference exceeded my expectations. Great topics, speakers and networking opportunities. I will recommend this to co-workers."

Real Estate Representative, NorthWestern Energy
WEDNESDAY, JANUARY 24, 2018 (CONTINUED)

4:15 – 5:00 pm  American Transmission Company - Badger Coulee Transmission Line Project
Using Communication Best Practices and Innovative Tools to Inform and Engage the Public for Regional Transmission Line Projects
American Transmission Co. in 2010 publicly announced the Badger Coulee Transmission Line Project to the public in an area covering a significant portion of Western Wisconsin. Three years later, ATC filed a regulatory application with project partner Xcel Energy. The application included two route options; both had significant public opposition. In 2015, the project was approved and a route was selected for the 180-mile, 345,000-volt transmission line. The line is currently being constructed from the Madison to La Crosse, Wisconsin, area. In this presentation, we will look at:
• The Badger Coulee Transmission Line Project
• Communications and public outreach from public involvement to project construction
• Developing communication materials to support effective public participation for multi-year outreach projects
• Collaborative communications for partnership projects
• Media relations and messaging in the face of public opposition
Kaya Freiman, Corporate Communications Consultant, American Transmission Company

5:00 pm  End of Conference Day 1

THURSDAY, JANUARY 25, 2018

8:00 – 8:30 am  Continental Breakfast

8:30 – 8:45 am  Opening Remarks by Chairperson

8:45 – 9:15 am  Panel Discussion: Forming & Managing Communications Task Force
Moderator:
Peter L. Kelley, Vice President, Public Affairs, American Wind Energy Association
Panelists:
Drew Kramer, Senior External Affairs Advisor, Tri-State Generation and Transmission Association
Tama Davis, Project Outreach Manager – Transmission, American Electric Power
Michael Huynh, Manager, Local Public Affairs, Southern California Edison
Shauna Laber, Commissioner, City of Mandan, ND | Senior Property & Right of Way Specialist, Basin Electric Power Cooperative

“My favorite part of this particular conference is the size – it attracts enough participants to make for a substantially diverse collection of backgrounds, experience, and perspectives, yet it’s intimate enough that you can actually meet and interact with almost everyone.”

Public Affairs Manager, Tri-State Generation & Transmission
9:15 – 10:00 am  CapX2020 Project: Building Trust to Build Regional Transmission Systems
This is an in-depth case study of the CapX2020 project in the Upper Midwest, examining how 11 utilities built 800 miles of high voltage transmission lines through four states and allocated costs of $2.1 billion. This study highlights how a trust-based approach driven by mutual goals, regular communication, and mutually supporting activities lead to internal cohesion among utilities, and that internal cohesion led to successful interactions with external stakeholders, and, therefore, project success. In this presentation, we will break up the CapX2020 project into 3 phases, and in each phase, we will examine:
• Governance and Infrastructure: Developing internal coalitions and governance structures in ways that translate to external success
• Strategic Planning: Creating and supporting common goals leads to unified strategies across multi-jurisdictional projects
• Stakeholder Involvement: Understanding your audience; local representation matters
• Evaluation and Improvement: Gathering baseline data, establishing shared metrics, sharing of best practices, and the importance of mid-project evaluations

Marta Monti, Lead Author, “Transmission Planning and CapX2020: Building Trust to Build Regional Transmission Systems”, Humphrey School of Public Affairs, University of Minnesota

10:00 – 10:30 am  Networking Break

10:30 – 11:00 am  Basin Electric Power Cooperative: Effective Outreach Strategies to Reach Rural Communities & Local Government Leaders Involvement
Effective Public Outreach on the Prairie: This case study will discuss many strategies used to effectively communicate and resolve issues within rural communities for large scale projects. We will look at how Basin Electric effectively worked to resolve and succeed with last minute environmental opposition to the permit for a transmission project sited near the Killdeer Mountain Battlefield, ND. This includes lessons learned to educate and gain cooperation with project acceptance from local governmental entities, neighbors and eventually the North Dakota Public Service Commission granting the permit in the wake of strategic resistance from well-funded outside entities.

The capstone of this discussion will include a brief case study of the Dakota Access Pipeline protest, from the point of view of a sitting elected official in the affected area. We will touch on effective communication strategies, managing expectations and lastly, how corporate vision and communication will have lasting consequences in the wake of unrest.

Shauna Laber, Commissioner, City of Mandan, ND | Senior Property & Right of Way Specialist, Basin Electric Power Cooperative

“"A great topic and material for project managers, many tools and models now used by my company. This will help us think out of the box more.""

Project Manager, SCE
THURSDAY, JANUARY 25, 2018 (CONTINUED)

11:00 – 11:30 am  Southern California Edison: Managing Stakeholder Opposition
It is inevitable that community and/or utility will have to make changes to a transmission projects throughout the project phase. Emotional challenges to a project can cause projects sponsors to respond with facts, but those facts are often drowned out if the parties are unwilling to compromise. In this presentation, we will have an in-depth analysis of how to respond to exaggerated or false claims and how to manage project opposition explained with real-life case study/scenarios.

Michael Huynh, Manager, Local Public Affairs, Southern California Edison

11:30 am – 12:15 pm  The Great Northern Transmission Line and the Northern Pass Transmission Line
The Role of a Strong Public Involvement Program in Expediting Environmental Review through the National Environmental Policy Act (NEPA)
Ecology and Environment served as third party contractor to the US Department of Energy helping to write Environmental Impact Statements (EISs) for two large, international transmission lines under the guidelines of the National Environmental Policy Act (NEPA). The Great Northern Transmission Line and the Northern Pass Transmission Line each had a different level of public involvement prior to NEPA review, and that public involvement effort had a direct link to the length of the environmental review process. In this presentation, we will look at:
• Great Northern and Northern Pass Transmission Line EISs
• Public involvement and its relationship to NEPA scoping
• Importance of early engagement and issue identification
• Length of NEPA review relative to public controversy

Daniel Belin, Director of Electric Transmission, Ecology & Environment Inc.

12:15 – 1:30 pm   Group Luncheon

1:30 – 2:15 pm   Tampa Electric Co. (TECO) - Project Polk Combined Cycle and 40 Miles of 230kV Transmission
Benefits & Challenges of Stakeholder Involvement in Transmission Projects
Today’s transmission infrastructure projects require a higher level of public outreach and engagement than in the past. It now takes more than a discussion about “measures to mitigate opposition” to understand how dialogue between stakeholders and the public can lead to a better decision-making process and more sustainable transmission infrastructure deployment. In this presentation, we will look at:
• What are stakeholders’ concerns about new transmission line infrastructure?
• What are some successful actions to address these concerns?
• What levels of participation are required?

Arlee Jones, Project Manager II, Tampa Electric Co. (TECO)

2:15 – 3:00 pm   Salt River Project: After the Permits: What Utilities Wish their Consultants Knew About Utilities
In this session, we will review components of the utility / consultant relationship. We will discuss and gain insight from a utilities survey regarding the strengths and weaknesses of utility-consultant collaboration throughout the siting process. Ultimately, we aim to provide several thought worthy insights and useful tools for increasing project success via productive team work. We surveyed thousands of utilities, come listen to what they had to say. Reviewing this process will work to spark discussion around these intimate topics:
• Demystifying the RFP process
• Achieving success when team roles are not clear; striking the balance
• Putting the public needs ahead of our individual goals
• The new look of project team communication; is face to face being replaced?

Janeen Rohovit, State & Sr. Gov’t Relations Representative, Rural Counties, Salt River Project
AGENDA

THURSDAY, JANUARY 25, 2018 (CONTINUED)

3:00 – 3:30 pm   Networking Break

3:30 – 4:15 pm   American Electric Power: Keeping it Neutral – Formulate a Strategic Stakeholder Communications Plan for Transmission Projects

Effective strategic communication planning and messaging can neutralize opposition and gain acceptance of transmission line projects. Project Outreach serves as a clearing house for landowners, gathers stakeholder input for use in the route development process, and ensures stakeholders and decision makers are informed. This approach promotes transparency and two-way communication. The level of outreach is scalable depending on the scope and challenges of a given project. In this presentation, we will look at:

• Communication planning
• Clear, concise messaging
• Supporting the siting and regulatory process

Tama Davis, Project Outreach Manager – Transmission, American Electric Power

4:15 – 5:00 pm   PSE&G: Looking Forward - Role of Public Involvement in Renewable Transmission Projects

Although vital for the functioning of future grid development projects, public opposition can increase costs and lead to lengthy planning processes. This presentation will discuss in detail the need for a better engagement with local communities at an early stage of future renewable transmission projects. This requires greater stakeholder engagement and addressing community concerns during the planning phase.

George Sous, Director – Project Outreach, PSE&G

5:00 pm   Closing Remarks

“The information provided in this seminar is useful for many people within utilities, including those who are not in corporate communications and siting. Public outreach is essential in this day and age.”

Power Engineers

“Very helpful for determining how well your organization is prepared for public participation events.”

Senior Regulatory Analyst, CenterPoint Energy
PRE-CONFERENCE WORKSHOP

Effective Environmental Communication for Transmission Projects

WEDNESDAY, JANUARY 24, 2018

8:00 – 8:30 am Registration & Continental Breakfast
8:30 am – 12:30 pm Workshop Timing

OVERVIEW

A half-day hands-on workshop on how to identify, develop and coordinate delivery of overall outreach strategies to support your project goals, organization’s policies and requirements from all stakeholders of the project. The workshop attendees will be given a case-scenario to work in a group for brainstorming, planning and develop a public outreach strategy. Workshop instructor will be working with and guiding each group at developing the outreach plan. The workshop also consists of lecture session where instructor will provide insights on how to best work closely with project management, right of way, and external affairs to identify opportunities to improve success in siting and permitting.

Workshop participants will be divided into groups for brainstorming activity and communication plan development, based on a case-scenario provided by the workshop instructor in class.

LEARNING OUTCOMES

• What is environmental communication and the common pitfalls to successful communication;
• The different roles of the utility and the permitting agency in environmental communication;
• Methods for gauging public and stakeholder interest and concerns on a transmission project;
• How public concerns influence environmental review of transmission projects;
• The types of environmental information we communicate about with a focus on the California Environmental Quality Act; and
• Methods for effectively communicating environmental information and analysis for transmission projects.

INSTRUCTOR

Jeff Thomas
Director, Horizon Water and Environment

Mr. Thomas is a senior manager and regulatory specialist with over 24 years of combined consulting and city government experience in environmental and land use planning including CEQA and NEPA compliance, regulatory compliance strategy and permitting, and biological resources management.

Mr. Thomas has directed and participated in the preparation of numerous environmental documents and resource evaluations supporting NEPA; CEQA; NHPA (Section 106); regulatory permits through the CWA (Sections 401 and 404), Rivers and Harbors Act Section 10, California Fish and Game Code (FGC Section 1600), federal ESA (USFWS and NMFS Section 7), California ESA (CESA Section 2081), and Marine Mammal Protection Act; environmental compliance monitoring; habitat restoration planning and implementation; and conservation planning (ESA Section 10, Natural Community Conservation Planning Program). Jeff’s depth of project experience includes electrical transmission; geothermal energy supply; municipal water and wastewater pipelines, pump stations, and related appurtenances; transportation improvements with Caltrans Local Assistance Program; flood protection and channel maintenance; in-stream and off-stream agricultural water supply reservoirs; landfill expansion and green waste composting; microwave communication facilities; flood control levees; commercial and industrial development; residential master planned communities; urban parks; HCPs; open space and marine preserves; and habitat restoration.

Over the past four years, Mr. Thomas has supported the California Public Utilities Commission with oversight of multi-consultant teams on controversial and complex transmission planning projects, providing technical direction, QA/QC, and client representation at public and stakeholder meetings.
POST-CONFERENCE FORUM

Public Outreach Executive Forum

FRIDAY, JANUARY 26, 2018

8:00 – 8:30 am  Registration & Continental Breakfast
8:30 am – 12:30 pm  Forum Timing

AGENDA

Shape Organizational Culture, Policies and Practice in a Public Centered Organization
- STRATEGY: Is it more important to engage with opponents or to mobilize supporters, and what are some ground rules for each?
- RENEWABLES: How can communities be persuaded to host transmission lines for renewable energy when they are simply “passing through” – with no local offtake of the electricity?
- TOOLS: What are the best ways to more narrowly target expenditures on public outreach, such as polling to profile your audience and microtargeting certain groups using digital media? Should community engagement staff have specific credentials or certification, and if so what should go into that certification program?
- HANDLING OPPOSITION: What are useful advice can we draw from other fields in how to deal with angry or emotional opponents? How has this changed in today’s “post-fact” political environment?

FORUM CHAIRPERSON

Peter L. Kelley
Vice President, Public Affairs, American Wind Energy Association

FORUM PANELISTS

Daniel Belin
Director of Electric Transmission, Ecology & Environment Inc.

Shauna Laber
Commissioner, City of Mandan, ND, Senior Property & Right of Way Specialist, Basin Electric Power Cooperative

Janeen Rohovit
State & SR Gov’t Relations Representative, Rural Counties, Salt River Project

George Sous
Director – Project Outreach, PSE&G

Kevin O’Beirne
Major Projects Development Manager, San Diego Gas & Electric

David Boyd
Vice President of Government and Regulatory Affairs, MISO
INSTRUCTIONAL METHODS

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

REQUIREMENTS FOR SUCCESSFUL COMPLETION

Participants must sign in/out each day and be in attendance for the entirety of the conference 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 0.9 CEUs for the conference and 0.4 CEUs for each workshop.

REGISTER 3, SEND THE 4TH FREE

Any organization wishing to send multiple attendees to this event may send 1 FREE for every 3 delegates registered. Please note that all registrations must be made at the same time to qualify.

EVENT LOCATION

A room block has been reserved at the Westgate Hotel, 1055 2nd Ave, San Diego, CA 92101 for the nights of January 23 - 25, 2018. Room rate is $199 plus applicable tax. Call 1-800-221-3802 for reservations and mention the EUCI event to get the group rate. The cutoff date to receive the group rate is January 9, 2018 but as there are a limited number of rooms available at this rate, the room block may close sooner. Please make your reservations early.

SPONSORSHIP OPPORTUNITIES

Do you want to drive new business through this event’s powerful audience? Becoming a sponsor or exhibitor is an excellent opportunity to raise your profile before a manageably sized group of executives who make the key purchasing decisions for their businesses. There is a wide range of sponsorship opportunities available that can be customized to fit your budget and marketing objectives, including: Platinum, gold, or VIP sponsor, Reception host, Networking break host, Tabletop exhibit, Workshop sponsor, Lanyard sponsor, Luncheon host and Breakfast host.

Please contact Jyothi Rajan at jrajan@euci.com or 720-988-1262 for more information.
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 December 15, 2017 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 at 303-770-8800. EUCI reserves the right to alter this program without prior notice.

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

Print Name: ___________________________ Job Title: ___________________________

Company: ________________________________

What name do you prefer on your name badge?

Address: ____________________________

City: __________________ State/Province: ___________ Zip/Postal Code: ___________ Country: ___________

Phone: ___________________________ Email: ___________________________

List any dietary or accessibility needs here

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): ___________________________

OR Enclosed is a check for $ ___________ to cover ___________ registrations.

Mail Directly To:
EUCI
4601 DTC Blvd., Ste. 800, Denver, CO 80237

WWW.EUCI.COM
p: 303-770-8800
f: 303-741-0849

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EVENT LOCATION

PLEASE SELECT

- BEST PRACTICES IN PUBLIC OUTREACH FOR TRANSMISSION PROJECTS
  CONFERENCE, WORKSHOP AND FORUM: JANUARY 24 – 26, 2018: US $2195
    Early bird on or before January 12, 2018: US $1995

- BEST PRACTICES IN PUBLIC OUTREACH FOR TRANSMISSION PROJECTS
  CONFERENCE AND ONE WORKSHOP/FORUM (MAKE SELECTION BELOW)
  US $1795, Early bird on or before January 12, 2018: US $1595

- PRE-CONFERENCE WORKSHOP: EFFECTIVE ENVIRONMENTAL
  COMMUNICATION FOR TRANSMISSION PROJECTS:
  WEDNESDAY, JANUARY 24, 2018

- POST CONFERENCE FORUM ONLY: PUBLIC OUTREACH EXECUTIVE FORUM
  FRIDAY, JANUARY 26, 2018

- BEST PRACTICES IN PUBLIC OUTREACH FOR TRANSMISSION PROJECTS
  ONLY: JANUARY 24 – 25, 2018: US $1395
    Early bird on or before January 12, 2018: US $1195

- PRE CONFERENCE WORKSHOP ONLY: EFFECTIVE ENVIRONMENTAL
  COMMUNICATION FOR TRANSMISSION PROJECTS:
  WEDNESDAY, JANUARY 24, 2018: US $595
    Early bird on or before January 12, 2018: US $495

- POST CONFERENCE FORUM ONLY: PUBLIC OUTREACH EXECUTIVE FORUM:
  FRIDAY, JANUARY 26, 2018: US $595
    Early bird on or before January 12, 2018: US $495

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