



The Role of Public Participation in Energy Project Approval

June 2, 2015

B.A.N.A.N.A.

- Build
- Absolutely
- Nothing
- Anywhere
- Near
- Anything



About TRC

TRC is a national engineering, consulting and construction management firm that provides integrated services to the energy, environmental and infrastructure markets. TRC serves a broad range of clients in government and industry, implementing complex projects from initial concept to delivery and operation.

When organizations need to solve complex energy, environmental or infrastructure challenges, TRC's creative, dedicated experts deliver results they can rely on.



The Formula for Success

$$\text{PPL} + \text{PP} =$$

Right Direction for Success

PPL (planning, permitting and licensing) PP (public participation)

Develop a Campaign

- What are the sensitive receptors along the planned project route or near the project site?
- What are the environmental receptors?
- What has been built in the past and what is being proposed for the future in the host community?
- What is the form of local government?
- How does the community obtain its news?
- Analyze the route or affected area to see if there is a positive receptor to the project.
- Educate and train your project experts so they can deliver positive, alternative messages in response to the opposition.

The New Rules of Engagement



Educate Your Stakeholders

- Set up your own project webpage.
- Notify the public and local officials simultaneously.
- Host an open house – not a town meeting.
- Follow up on every phone call, inquiry or communication.
- Provide informational interviews and tours of the proposed routes or sites for every media type.
- Engage high level government officials on the proposed location or route.
- Be prepared for the community to request linkage.
- Be prepared for inevitable opposition to your project.
- When the project is completed, remember to say, “thank you.” Become a good neighbor.

Thank you

Questions?

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