Stakeholder and Public Engagement in Coastal Projects

Cindy Shurling
Katherine Guttenplan

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What is Stakeholder Engagement?

INVolVING PeOPLe affected by a decision or that can influence decisions

Using TRAINED PUBLIC INVOLVEMENT EXPERTS with technical expertise

CRITICAL to public perception and the bottom line

Projects are greatly enhanced by engaging a comprehensive stakeholder process.
Key Engagement Methodologies

- Stakeholder engagement plans and programs
- Informational documents, graphics, websites
- Public meetings and webinars
- IT/GIS Public involvement tools
- Public comments
- Stakeholder mailing lists
- Surveys and interviews
Types of Communities and Stakeholders To Engage

- Local municipalities and organizations
- State governments/agencies
- Federal agencies
- Tribal governments and communities
- Non-governmental organizations
- Other users (ex. fishermen)
Policy Development and Permitting

- Long time horizon with near term variability
- Transboundary resources/jurisdictions
- Multi-stakeholder coordination
Marine Spatial Planning

- Master planning at regional/state/federal levels
- Process and goals long-term
- Multiple stakeholder/user input
In-water Infrastructure

- Project specific process driven by local concerns and issues
- Customized stakeholder outreach approach, targeted strategies
- Dynamic process, often shorter duration than policy planning or marine spatial planning
Case Study 1: NYSERDA Masterplan
Case Study 2: NYSERDA Fisheries Engagement
Case Study 3: Regional Ocean Planning and Tribal Data
Case Study 4: BOEM Task Force Meeting
Case Study 5: BOEM Fisheries Stakeholder Program
Key Takeaways

1. Seek broad representation
2. Know your demographics
3. Create an environment where input is encouraged and respected
4. Provide clear, transparent communication
5. Use stakeholder input consistently and constructively
6. Correct misconceptions and address mistakes
7. Honor agreements and commitments
8. Be flexible
Contact

Katie Guttenplan
Phone: 757-456-5356
kguttenplan@ene.com

Cindy Shurling
Phone: 757-456-5356
cshurling@ene.com