

Hughes, Amy

From: Hinkley, Angela R
Sent: Friday, September 17, 2021 12:34 PM
To: Merrill, Paul
Subject: FW: OSW/Port Development Stakeholder Plan
Attachments: PORT DEVELOPMENT TO SUPPORT OFF SHORE WIND INITIATIVE.docx; Stakeholder Messaging.docx

From: Kathryn Rand <kayrand2018@gmail.com>
Sent: Wednesday, September 15, 2021 3:21 PM
To: Van Note, Bruce A <Bruce.DOT@maine.gov>; Moulton, Nathan <Nathan.Moulton@maine.gov>; Burns, Matthew <Matthew.Burns@maine.gov>; Pingree, Hannah <Hannah.Pingree@maine.gov>; Burgess, Dan <Dan.Burgess@maine.gov>; Cunningham, Celina <Celina.Cunningham@maine.gov>; Ronzio, Anthony <Anthony.Ronzio@maine.gov>; Mercer, Paul <Paul.Mercer@maine.gov>; Mendelson, Meredith <Meredith.Mendelson@maine.gov>; Hinkley, Angela R <Angela.R.Hinkley@maine.gov>; Miller, Cheryl <Cheryl.Miller@maine.gov>
Subject: Re: OSW/Port Development Stakeholder Plan

EXTERNAL: This email originated from outside of the State of Maine Mail System. Do not click links or open attachments unless you recognize the sender and know the content is safe.

I've attached the proposed Stakeholder Management Plan and timeline that we'll be discussing on Friday.

I've also attached some draft messaging points that we should also plan to discuss. It may be that we'll want to create a media team to refine the messaging points.

I look forward to the conversation! Thanks, again, for your contributions to this plan.

From: Kathryn Rand <kayrand2018@gmail.com>
Date: Wednesday, September 15, 2021 at 2:38 PM
To: "Van Note, Bruce A" <Bruce.DOT@maine.gov>, "Moulton, Nathan" <Nathan.Moulton@maine.gov>, "Burns, Matthew" <Matthew.Burns@maine.gov>, "Pingree, Hannah" <Hannah.Pingree@maine.gov>, "Burgess, Dan" <Dan.Burgess@maine.gov>, "Cunningham, Celina" <Celina.Cunningham@maine.gov>, "Ronzio, Anthony" <Anthony.Ronzio@maine.gov>, "Mercer, Paul" <Paul.Mercer@maine.gov>, "Mendelson, Meredith" <Meredith.Mendelson@maine.gov>, "Hinkley, Angela R" <Angela.R.Hinkley@maine.gov>, "Miller, Cheryl" <Cheryl.Miller@maine.gov>
Subject: OSW/Port Development Stakeholder Plan

Kathryn Rand is inviting you to a scheduled Zoom meeting. Topic: OSW/Port Development Stakeholder Plan Time: Sep 17, 2021 03:00 PM Eastern Time (US and Canada) Join Zoom Meeting
<https://us02web.zoom.us/j/87319643774?pwd=aU0wcTRteC91aG5uRnNQT0dCWUVQdz09> Meeting ID: 873 1964 3774
Passcode: 737881 One tap mobile +13126266799,,87319643774#,,,,*737881# US (Chicago)
+19294362866,,87319643774#,,,,*737881# US (New York) Dial by your location +1 312 626 6799 US (Chicago) +1 929 436 2866 US (New York) +1 301 715 8592 US (Washington DC) +1 346 248 7799 US (Houston) +1 669 900 6833 US (San Jose) +1 253 215 8782 US (Tacoma) Meeting ID: 873 1964 3774 Passcode: 737881 Find your local number:
<https://us02web.zoom.us/j/87319643774?pwd=aU0wcTRteC91aG5uRnNQT0dCWUVQdz09>

PORT DEVELOPMENT TO SUPPORT OFF SHORE WIND INITIATIVE

STAKEHOLDER MANAGEMENT PLAN

September 8, 2021

**Kay Rand
Kay Rand LLC
8 Pine Street
Bar Harbor, Maine 0460**

Background: The Maine Department of Transportation (MaineDOT), as part of Governor Mills' Maine OffShore Wind Initiative, retained Moffatt & Nichol to study the feasibility of constructing a port in the Searsport region to support the off shore wind (OSW) industry on the eastern seaboard.

4 potential sites were studied and compared against an extensive list of criteria – Mack Point Terminal, Sears Island, Sprague Put Parcel, and the GAC Chemical Site, and the study recommended the selection of the Sears Island site to construct a port to service the floating offshore wind industry. The circumstances at Sears Island make it uniquely positioned to serve, not just the Gulf of Maine, but also a more extensive US Northeast floating offshore wind market.

Some urgency exists to stay ahead of other states along the eastern seaboard also planning to invest in their ports for this purpose, including Massachusetts, Connecticut, New York, New Jersey and Virginia.

The University of Maine (UMaine) is a national leader in research and development around wind power and is the holder of a patent on the VoltturnUS floating concrete hull technology that can support wind turbines in very deep water. The economic benefit of building UMaine's hull design in Maine is huge. Developing the port infrastructure that allows it to happen in Maine, rather than having another state reap the financial benefits of the research that took place right here, is a significant accomplishment and game changer for Maine's ports, the Maine economy and our climate change goals.

GOAL: To develop and execute a stakeholder outreach strategy that would enable Governor Mills to announce the results of the M & N study, announce a commitment to pursue development of Sears Island as the Renewable Energy Port of the Northeast, and announce a statewide port strategy spanning the entire coast to provide auxiliary roles to position Maine as a national leader in the OffShore Wind Industry.

If the Stakeholder Plan is successful, the public announcement will include supportive parties representing the Town of Searsport, business and environmental leaders, and address the opposition to be expected from Maine's fishing community by committing to listen to them and involve them in the planning of the port development to minimize impacts to fishing and other ocean uses.

KEY FOUNDATIONAL CONCEPTS:

1. **DOT should be the project lead**, coordinating closely with an internal team of the Governor's Energy Office, the Office of Policy and Innovation, the Governor's Off Shore Wind Advisor; the Department of Community Development and the Maine International Trade Center.
2. **DMR and DEP should always be copied on all materials**, and their input is key, but they should not be listed or officially included in the decision-making internal team as they both have regulatory roles over the project. They will also be key liaisons to the fishing and conservation communities who must trust their ability to objectively perform their regulatory roles.
3. **The key messages are three:**
 - a. **Maine is committed to developing the port infrastructure at Sears Island to be the Renewable Energy Port of the Northeast** and at other ports up and down the Maine coast to comprehensively support the Off Shore Wind Industry;
 - b. The economic benefit of building the hulls designed by UMaine in Maine and investing in other Maine ports to provide auxiliary roles to support the OSW industry is significant; and
 - c. Maine's climate goals are significantly advanced by enabling the development of a strong Off Shore Wind industry.
4. A power point containing these messages will be developed for use by all team members for each stakeholder briefing.
5. **NEAV and UMaine** are key partners to the project and should be kept apprised of documents and plans and allowed input.
6. **Interface with the Road Map Project is key.** Announcing the Research Array ahead of the Road Map being completed was controversial. To avoid that with this announcement, it'll be important for the Governor to give the Road Map specific follow up duties – namely to ask the Fisheries Working Group and the Ports and Marine Transportation Working Group to analyze impacts to ocean users from increased shipping traffic and the port development and design strategies to eliminate or minimize them.

STAKEHOLDER OUTREACH STEPS:

STEP ONE: Arrange and conduct a meeting with the **Maine Coast Heritage Trust and Friends of Sears Island** to alert them to the study's conclusions and to present the conservation investments that MaineDOT is also planning to make on Sears Island's conservation parcels.

TBD: Who will arrange meeting? Who will participate in the briefing? Should DEP be included in this meeting as the 3rd party enforcer outlined in the Executive Order?

Stakeholder Plan for Port Development to Support Offshore Wind

STEP TWO: Arrange and conduct a meeting with **Sprague Energy** to share the study and its conclusions.

TBD: Who is best to make contacts? Who will participate in meeting?

STEP THREE: Call **Jim Gilway, Searsport Town Manager** to brief him and to request and schedule an opportunity to present the study in Executive Session to the Board of Selectmen. Under Maine's Right to Know Law, municipal boards are allowed to meet in Executive Session to discuss economic development matters.

TBD: Who is best to make contacts? Who will participate in briefing? Will we present powerpoint with all messaging or simply present the study?

STEP FOUR: Brief, by phone, the members of **Searsport's legislative delegation (Senator Chip Curry and Representative Scott Cuddy)** and tell them that the Board of Selectmen in Searsport is being briefed in executive session.

TBD: Who is best to contact?

STEP FIVE: Arrange a remote meeting with the state staff of all four members of the **Maine Congressional Delegation** to alert them to the pending announcement and to enlist their aid in identifying available federal funding. A follow up joint conversation with Governor Mills and the four Members could be arranged the evening before the announcement or the morning of the announcement.

TBD: Who is best to arrange meeting? Who will participate in the briefing?

STEP SIX: Brief, by phone, **President Bill Brennan of the Maine Maritime Academy**, to solidify their support and interest in developing the port as future employment for their graduates, and as one of the closest neighbors to the port.

TBD: Who is best to make the contact?

STEP SEVEN: Reach out and individually brief the executive director or president of **business organizations and labor organizations** that are likely to support the initiative. Offer in depth briefings after the announcement.

- × Dana Connors, Maine State Chamber of Commerce
- × Maria Fuentes, Maine Better Transportation Association
- × Jeremy Payne, Maine Renewable Energy Association
- × Matt Marks, AGC Maine
- × Jack Humeniuk, Maine Longshoreman (AFL-CIO)
- × Matt Schlobohm, AFL-CIO

Stakeholder Plan for Port Development to Support Offshore Wind

- × Maine Lobsterman's Union

TBD: Who is best to make the contacts?

STEP EIGHT: Brief key leaders of Maine's environmental non-governmental organizations. Offer in depth briefings after the announcement.

- × Don Perkins and David Reidmiller - Gulf of Maine Research Institute
- × Jeff Marks, Acadia Center
- × Sam Belknap, Emma Wendt, Nick Battista - Island Institute
- × Sarah Leighton, Matthew Cannon - Sierra Club
- × Andrew Beahm, Eliza Donoghue, Nick Lund – Maine Audubon
- × Anya Fletcher, Environment Maine
- × Beth Ahearn, Maine Conservation Voters
- × Keith Arnold, Robert Wood, Kaitlyn Bernard - The Nature Conservancy
- × Lisa Pohlmann, Pete Didisheim, Melanie Sturm, David Costello, - Natural Resources Council of Maine
- × Sean Mahoney, Conservation Law Foundation

TBD: Are these the right representatives of the organizations? Who is best to make the contacts?

STEP NINE: Call each member of the Road Map's Fisheries Working Group to provide a heads up about the pending announcement and alert them to the role that the Governor will ask of them as part of the Road Map project.

TBD: Who is best to make the contacts?

STEP TEN: ANNOUNCEMENT (Note: We should consider editorial board briefings with Maine Biz, Bangor Daily News and Portland Press Herald the day before the announcement)

TBD: Who will comprise the Media Team to prepare press advisories and press releases? Who will assume responsibility for Governor's speech? Should we do Editorial boards? Are there Key reporters to whom we should grant exclusive interviews? Are there Industry publications that we should reach out to arrange interviews?

STEP ELEVEN: Send invitation to the town manager/key official of each **municipality in the proximity of Searsport**, inviting them to a location in Searsport to get a briefing about the project, perhaps hosted by the Town of Searsport, and include area legislators. The invitation should be sent the day of the announcement, but calls should also be placed alerting them to the event. Those towns include:

Stakeholder Plan for Port Development to Support Offshore Wind

Belfast, Stockton Springs, Bucksport, Winterport, Lincolnville, Islesboro, Penobscot, Castine, Brooksville, North Haven

TBD: Who should the invitation come from? Who is best to make the calls? Where will the briefing be? Who will participate in the briefing? Are there other islands in Penobscot Bay, other municipalities in Waldo or Hancock Counties that should be invited?

TIMELINE:

Week of October 18: Meeting with area town/county officials

October 13, 14, or 15 – ANNOUNCEMENT

October 11-12: Contact members of Fisheries Working Group

October 6-8: Contact Environmental NGOs

October 4-5: Contact business and labor groups

October 4: Contact MMA

September 27-October 1: Meet with MCHT/FOSI; Meet with Sprague Energy; Meet with Town of Searsport; Call Searsport legislators

The post-announcement stakeholder management strategy is being developed and will be partially informed by the feedback and reactions gained during the roll-out of the pre-announcement stakeholder strategy, but should definitely revolve somewhat around the Road Map project.

Messages Supporting Roll-out of OSW Port Development

- I. OSW Background – Why Maine?
 - II. **Sears Island to become the Renewable Energy Port of the Northeast;** other ports up and down the Maine coast will play auxiliary roles to support OSW
 - III. Building the VOLTURNUS floating hulls designed by UMaine in Maine will create significant economic benefit – Maine patented and Maine built
 - IV. OSW energy critical to achieving our climate action goals
-
- I. Off Shore Wind – Why Maine can be become the National Hub
 - × OSW represents Maine’s largest untapped sources of clean energy with more than 156 gigawatts (156,000 megawatts) of potential energy off the Maine coast
 - × UMaine is a national leader in research and development around wind power and the holder of a patent on the VOLTURNUS floating hull technology that can support wind turbines in deep water – a demonstration of UMAINE’s floating hull technology is moving forward off Monhegan Island
 - × Maine has an enterprising citizenry with centuries of maritime experience
 - × Maine is pursuing federal approval for a Research Array of up to 12 floating turbines using UMaine technology – to best determine how OSW and Fisheries can co-exist
 - × Governor Mills’ Energy Office received \$2.167 million EDA Grant to develop OSW industry in Maine
 - II. Port Infrastructure in Maine to Support OSW Industry
 - A. As part of Governor’s OSW Initiative, DOT commissioned Moffatt & Nichol to study the feasibility of constructing a port in the Searsport region to support OSW industry on the eastern seaboard
 - a. Four locations were extensively studied – Mack Point Terminal, Sears Island, Sprague Put Parcel, and the GAC Chemical Site
 - b. Study criteria included the required draft for delivery vessels; vessel clearances; upland area sufficient to fabricate the foundations and storage and staging of wind turbine components; required loading levels; unlimited air draft; length of quay, capacity for sufficiently-sized land based crane; and distance to installation sites.
 - c. The Sprague Put Parcel and GAC Chemical Site were ruled out based on an initial analysis to identify fatal flaws;
 - d. Sears Island was recommended as the ideal location
 - i. Required depths can be met WITHOUT DREDGING at the site
 - ii. There is sufficient upland area for fabrication and component assembly

- iii. There is access to existing deep water for the fabricated hull and the completed turbine
 - iv. Total project costs will be less than at Mack Point
 - B. Moffatt & Nichol is also conducting a Phase 2 study to analyze port locations along the entire Maine coast to perform auxiliary roles such as Maintenance and Operations, Crew Transfer, Component Manufacturing
 - C. **Sears Island can become the Renewable Energy Port of the Eastern Seaboard**
 - D. Other ports up and down the Maine coast can perform auxiliary roles– making Maine a national hub for the OSW industry
- III. Building the VOLTURN US in Maine yields the greatest economic benefit of Maine-based research at the University of Maine
 - × In a March 2019 study led by Professor Todd Gabe at UMaine’s School of Economics, it was estimated that constructing the OSW floating hull would result in 3,928 jobs for five years for each 500 MW project;
 - × Building 9,000 MW of offshore wind by 2035 will create more than 10,000 jobs
 - × Jobs include iron workers, carpenters, electricians, plumbers, operating engineers, laborers, truck drivers, maintenance technicians, vessel crews and white collar engineering, permitting and management jobs
 - × The total economic gain to Maine has not been quantified, but will be a game-changer
- IV. Enabling the OSW Industry from Maine will significantly advance the state’s and nation’s climate goals
 - × OSW will diversify Maine’s energy sources and reduce fossil fuel emissions