

Western Governors' Association/ U.S. Department of Energy
WREZ Public Outreach Strategy Revised
Phases One and Two
October 16, 2008

Background: WGA's WREZ Charter of May 2008 requires the Steering Committee ensure, to the maximum extent possible, that the views from all concerned segments of the public are considered. The Charter calls for the WREZ Technical Committee to ensure the public understands the Technical Committee products and the objectives of the WREZ. Each of the three WREZ work groups is also charged with ensuring public participation in their processes.

To ensure that the Technical Committee maximizes public outreach opportunities on the overall WREZ process and product to help ensure the success of the initiative, WGA/DOE will preliminarily be taking the following approaches:

Technical Committee Public Outreach Role (Ongoing)

Each member of the Technical Committee is to play an integral role in public outreach. Technical Committee members should consider how to utilize any of the following options or make suggestions to WGA/DOE for additional materials/approaches that will assist in meeting public outreach obligations to their constituencies and a wider audience:

- 1) Written materials describing the WREZ process that can be placed in newsletters, e-mails and on Web sites;
- 2) Notices of the availability of draft products from the WREZ work groups and the opportunity to provide public comment (in coordination with work group leads);
- 3) WREZ meeting notices where public participation is being sought;
- 4) Assistance in designing and facilitating WREZ public outreach events that stand on their own or that are held in conjunction with other events or meetings; and,
- 5) In-person meetings or conference call briefings for constituents and the broader public with WREZ principals and/or staff.
- 6) A visual presentation (Power Point) that provides an overarching view of the WREZ process and outcomes that can be customized as necessary for specific audiences.

Establish and Use an Ad Hoc Public Outreach Advisory Committee (Ongoing)

A number of members of the Technical Committee, including representatives from Council of State Governments West and the Western Municipal Conference, volunteered to provide more intensive assistance regarding public outreach. WGA/DOE will work closely with these Technical Committee members through conference calls and otherwise to maximize public outreach opportunities and resources.

Targeted Outreach to Specific Groups (Ongoing)

WGA/DOE, with the assistance of the Technical Committee, will identify entities in the West, such as local government associations and utilities groups, in order to inform them about the WREZ process and seek feedback. Consideration will also be given as to whether to seek an endorsement from these and other influential groups on the outcomes of the WREZ initiative.

Public Comment Period on Draft Report (February 2009)

The Technical Committee is scheduled to approve draft recommendations of the ZITA and E&L Workgroups in mid-January, 2009. Thereafter, these materials will be posted on the WREZ Web site, hosted by WGA, for a 30-day public comment period. WGA maintains a WREZ e-mail list of approximately 2000 names which will be used to notify interested parties. However, it is expected that each Technical Committee member will also aid in notifying the public in their states of this opportunity to comment. WGA/DOE will provide assistance to the Technical Committee in developing appropriate outreach materials -- much like those listed above -- for this public comment period. WGA will consult with Technical and Steering Committee members in each state to consider whether a state-specific meeting where comments will be recorded is desired and how WGA can assist.

Tribal Outreach (Ongoing)

One tribal representative currently sits on the Technical Committee and at the request of a number of tribal representatives, WGA/DOE are pleased to seat an additional tribal representative, most likely from the Council of Energy Resource Tribes (CERT). WGA/DOE will support these and other tribal representatives in their outreach efforts to other tribes within the WREZ jurisdiction. The Department of Energy has agreed to work with WGA/DOE to provide WREZ information to tribes in the West through its Tribal Energy Program. Efforts to outreach to First Nations in British Columbia and Alberta will also be pursued with those Technical Committee representatives.

Site Specific Outreach (Ongoing and as requested)

As the WREZ process matures and as specific zones and transmission routes are identified, WGA/DOE will assist in developing outreach strategies to reach communities that could be impacted by development in a REZ or related transmission projects. WGA would be available to provide members of the Technical Committee with meeting support and expert presentations for purposes of site-specific outreach.

Public Outreach Report (Early 2009)

WGA/DOE plans to track and develop a summary of the public outreach efforts undertaken by WGA/DOE, members of the Technical Committee and each state and province. This will include speaking engagements, newsletters, e-mails and postings on

Web sites. WGA will contact each jurisdiction's Technical Committee representative over the next two months to seek information on public outreach opportunities and how WGA can assist. Public outreach efforts undertaken by WGA in each jurisdiction will be compiled and presented to the Technical Committee.

Please direct comments on the WREZ Public Outreach Strategy to:

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