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Environmental Technical Working Group

A Stakeholder Engagement and Advisory Process to Advance the Environmentally Responsible Development of Offshore Wind Energy for New York State

NEW YORK STATE | **NYSERDA**

March 3, 2026

Introductions

> E-TWG Lead: NYSERDA - 518-862-1090
- Kate McClellan Press x3110, Kate.McClellanPress@nyserda.ny.gov

> Technical Support: Biodiversity Research Institute (BRI) - 207- 839-7600
- Kate Williams x108, kate.williams@briwildlife.org
- Julia Gulka x303, julia.gulka@briwildlife.org
- Zoe Korpi, zoe.korpi@briwildlife.org
- Katrina Zarrella-Smith, katrina.zarrella-smith@briwildlife.org

> Facilitation Support: CBI and Cadmus
- Bennett Brooks 212-678-0078, bbrooks@cbi.org
- Hadley Menk, 703-646-8059, Hadley.menk@cadmusgroup.com

Meeting Agenda

- Welcome
- Rapid Communications Committee Effort
  - Overview of effort
  - Engaging key communicators
  - Resource Directory
  - Operationalizing Scenarios
- Next Steps and Wrap Up

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Ground Rules

- Contribute – your perspectives are important
- Share time – lots to cover and many people around the table
- Integrate ideas and pose questions
- Stay focused on the agenda
- Avoid multitasking and other distractions

Virtual
*Please stay on camera
Bring a tech-adaptive mindset

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NYSERDA Updates

> ## Offshore Wind Predevelopment Support Program Request for Information (OSWRFI26-1)

> The purpose of this Request for Information (RFI) is to acquire external stakeholder feedback that will help New York State consider the value, benefits, and risks of funding offshore wind predevelopment activities. Feedback will be used to determine the potential structure and timing of a predevelopment Request for Proposals (RFP) and how that RFP should be designed to achieve the best outcome for New York State.

> **Due March 10, 2026**

> ## Research Updates

- MOU with Massachusetts Clean Energy Center to fund New England Aquarium aerial surveys through 2026
- Atlantic sturgeon presence in the New York Harbor RFP closed

2026 State of the Science on Offshore Energy, Wildlife, and Fisheries

Building on a strong foundation: deepening knowledge and finding collaborative solutions

> The fifth State of the Science conference will take place at Stony Brook University **on June 8-11, 2026**

> Abstract and symposium acceptances have gone out

> **Registration is free for E-TWG members and their alternates, as well as for members of active E-TWG Specialist Committees**

> Options for virtual attendance, including for speakers

> Scientific Advisory Committee:

Kate Williams, BRI (Committee Chair); Sue Barco, RWSC; Sandi Brewster-Walker, Montaukett Nation; Colleen Brust, NJ DEP; Grace Chang, Integral Consulting; Jon Choi, Duke University; Doug Christel, NMFS; Julia Dombrowski, NOWRDC; Cris Hein, NLR; Ursula Howson, BOEM; Juliet Lamb, TNC; Julia Livermore, RI DEM; Carl LoBue, TNC; AJ Mabaka, Stony Brook University; Lisa Methratta, NOAA; Laura Morse, JASCO; Kim Peters, Ørsted; Mike Pol, ROSA; Kate Press, NYSERDA; Howard Rosenbaum, WCS; Brendan Runde, The Nature Conservancy

www.nyetwg.com/2026-workshop

Rapid Communications Specialist Committee

> **Rationale:** The need for clear and timely information has never been greater given 1) increased attention to offshore wind development locally and nationally, and 2) potential public misunderstanding surrounding offshore wind and its environmental effects

> **Goal:** Offer stakeholders easy-to-access, science-based information, resources, and communication strategies to anticipate communication needs and respond quickly as issues arise

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Committee and Support staff

Resource directory
Public facing resources for various scenarios

Key talking points for each scenario

Potential communicator list mapped to who knows who

Reach out to potential credible communicators to engage and define roles

POC Role (Committee/E-TWG member)
Identified by scenario topic

General POC (by topic area)

Turn Forward
Media and Elected Official POC

Developer POC – for project-specific scenarios

Potential Credible Communicator Roles

Awareness/Informal (respond to questions)

Internal Engagement (organization/network)

Public outreach (hosting events, attending meetings, etc.)

Outreach to elected officials
(local, state, federal)

Provide background information to media

Engage with media – interviews, release media statements

Scenario Buildout

> Public-facing resources

> Talking points

> Communication activities

> Potential communicators

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Plans for Implementation

> Public-facing resources compiled into Resource Directory, which will be made public

> Develop and finalize talking points for all scenarios

> Develop communications activities into a toolkit resource

> Engage potential communicators

> Identify points of contact to help support scenario activation

Committee Effort
Resources
Talking Points
Engaging communicators

Points of Contact
Help activate/connect
By scenario/role

Credible Communicators
By scenario and role

Committee Member Input

- Impressions and takeaways from the committee process so far
- Questions for the E-TWG

- Questions from the E-TWG on process to date? High level impressions, concerns, etc?

Feedback on Credible Communicators

Credible Communicators

What are credible communicators?

- Individuals who could potentially serve to help communicate science-based information on a particular scenario (or scenarios) to the public.

- These individuals generally include staff from environmental and conservation organizations, academia, state and federal agencies, regional entities, and community and fisheries groups

What are potential roles?

1. Awareness/Informal
2. Internal engagement within organization/network
3. Public outreach (hosting events, attending public meetings, etc.)
4. Outreach to elected officials (local, state, federal)
5. Provide background information to media
6. Engage publicly with media (interviews, release media statements)
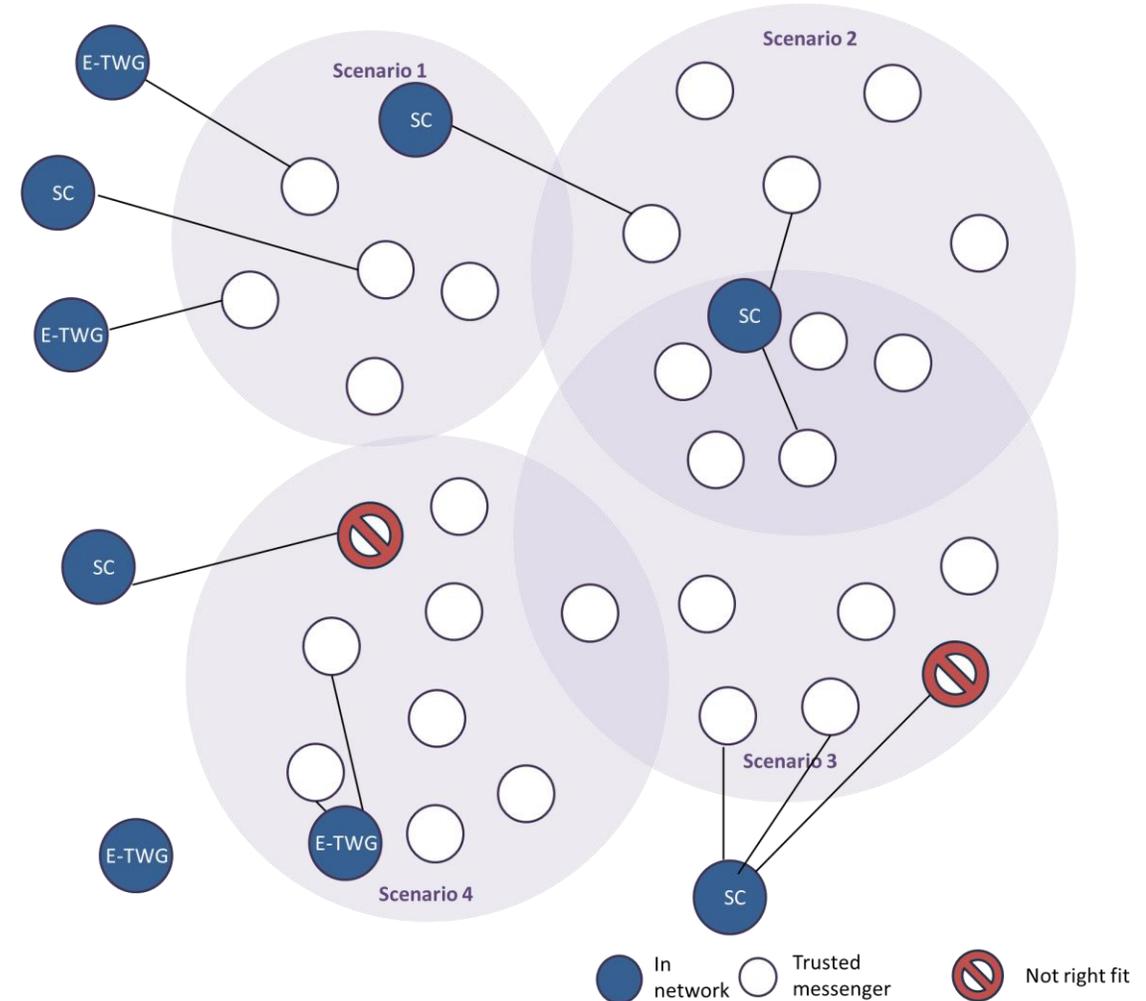
Credible Communicators

Initial Engagement

- **Initial email contact via someone in their network** – mapping exercise of who knows who to inform this process
- **Providing additional information about the effort**
  - Developing a 2-page primer on the effort to share via email
  - Hosting an informational webinar
  - Individual meetings for those who might not be comfortable attending a larger meeting
- **Circulate online survey to gauge interest in being involved and in what capacity**

Potential Communicator Mapping

Areas on Input

- Do we have the right people listed?
- Who knows who to make initial contact?
- What type of engagement would be most effective (webinar, individual meeting, etc.)?
- If you don't know the person, do you know someone who might?

Potential Communicator Mapping

How to use and review content in the table

- We are currently using an Excel spreadsheet – we will be migrating over to Airtable to have better filtering and improved accessibility
- N=217 potential individuals across n=109 affiliations
- **Contact information** – name, title, email address
- **Type** – Organization, Type of organization (e.g., federal agency, NGO)
- **Filters** – Scenario, Keyword, Region

Feedback columns (in green)

- Right Org (y/n)
- Right person (y/n)
- Connection – enter your name if you know the person
- Engagement type – If you know the person, what type of initial engagement might be most effective?
- Comments – Feedback on why you think the person/org is or isn't the right fit, if someone you know might know the person if you don't, potential key areas of expertise

Scenario Components

Resources	Points of Contact	Credible Communicators
Resource directory Public facing resources for each scenarios	Identifying by scenario/topic area and/or role	**Defined potential roles**
Key talking points for each scenario	Committee and E-TWG members	**Potential communicator list** mapped to who knows who
Types of communications activities broadly and specifics for scenarios	Developer contacts for project-specific scenarios	Reach out to potential communicators to engage and define roles
	Turn Forward to support in Media and elected officials role	

Example Scenario Implementation

Breakout Groups

- General feedback on implementation process?
- Are there potential sticking points and how do we address them?
- How do we insure the connection between developers and communicators when incident-based?

Resource Directory

Resources

Resources

Resource directory
Public facing resources
for each scenarios

Existing public-facing resources on the topic in the resource directory and potential gaps
Looking for E-TWG feedback before finalizing

Key talking points for each scenario

Under development
Will circulate via email to the E-TWG in the coming months for feedback

Types of communications activities broadly and specifics for scenarios

Identified general types of communications activities and potential roles for communicators to play
We plan to refine these with our engaged communicators

Resource Directory

For each scenario, we identified key public-facing resources

- Categories include fact sheets, briefs, FAQs, websites, public reports, webinars, news articles

- For each resource, we accessed three inclusion criteria (minimum score for each =2)

  - Evidence base – cited data, references, expert input

  - Transparency – Clearly provides authorship, date, publication information

  - Production quality – Layout, design, working links

- Some resources (e.g., government websites) did not meet the inclusion criteria but were reviewed by the committee to determine whether or not to include

Resource Directory

How to use and review content in the database

- Currently set up as an Excel spreadsheet – we will be migrating over to Airtable to have better filtering/improved accessibility
- General information – title, source/author, year, description, URL
- Inclusion criteria ranking (1-3) – highlighted in red if below our inclusion threshold and didn't receive sign off from the committee to include
- Filters – Objectivity, technical accessibility, visual support, keywords, resource type
  - The hope is that these filters allow users to target resources for particular audiences/needs
- Filtering by scenario – For now the easiest way is to search in the filter box for the scenario
  - See the Instructions and Metadata tabs for instructions and scenario text

Resource Directory

Areas of feedback

- Does the spread of resources fulfill needs on particular topics?
- Are there key public-facing resources missing?
- Are the inclusion criteria and filters useful? What could be added to improve utility?
- In the absence of public-facing resources on a topic, do we include more technical resources?

Topical gaps we are looking for additional public-facing resources on:

- Summary of bird exposure/risk assessment results across offshore wind development projects
- How ESA-listed species take estimates for birds feed into biological opinions and compensatory mitigation
- Chemical emissions from offshore wind farms
- Emergency response plans for offshore wind projects
- What we know about the likelihood of offshore wind-related malfunctions and what is being done to prevent and/or respond

Wrap Up & Next Steps

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> Please provide feedback by March 20 on:
- Potential communicator spreadsheet
- Resource Directory spreadsheet

> If you have additional questions or feedback on this effort, please let us know

> We will plan to have an in-person E-TWG meeting this fall

> Thank you!