

Appendix S

Public Information, Outreach, and Communications Plan

PUBLIC INFORMATION, OUTREACH, AND COMMUNICATIONS PLAN

1.0 PUBLIC INFORMATION, OUTREACH AND COMMUNICATIONS PLAN

Hydrogen Energy International LLC (HEI) (the “Applicant”) is undertaking a broad based public information, community outreach and education program to inform and educate key members of the public, as well as Project-related stakeholders, on the details and merits of the Hydrogen Energy California (HECA) Project, including its impacts and benefits. Focus will be placed upon constituencies in the broader Kern County area, as well as key energy and environmental policy stakeholders and decision makers.

The public information, community outreach, and education program will ensure that all affected “publics” are well-informed about the Project and the issues related to the Project, including using hydrogen for power generation, capturing carbon dioxide (CO₂) and transporting it for enhanced oil recovery (EOR) and sequestration. HEI will work with relevant agencies to ensure coordination of communication and public information efforts required by respective agencies. HEI also will review the elements of the Project with select stakeholders and constituencies throughout the required regulatory approval process.

1.1 Overview

The Applicant will initiate a three-tiered approach to its public information, outreach, and education program.

- **Tier 1** will be direct community outreach and communications with the local public and affected constituencies in the Kern County area, and numerous policy-oriented stakeholders.
- **Tier 2** will be a broad communications effort focusing on the complex and often difficult to understand policy issues surrounding the elements of the Project; specifically, integrated gasification and combined-cycle (IGCC) power generation and carbon capture and sequestration (CCS).
- **Tier 3** will focus on managing the series of specific public official and agency relationships necessary to obtain proper and expedited public review, input, and ultimately approval of the Project from all relevant agencies.

1.2 TIER 1 – Community Outreach and Communications

The Applicant’s outreach and communication efforts will focus on the geographic and geophysical logic related to potential sites for an IGCC hydrogen power plant with carbon dioxide capture and sequestration. Project communications will include dissemination of related information pertaining to the state’s objective of low emission power generation and greenhouse gas emission reductions, as well as the advantages of ongoing EOR operations in Kern County and the availability of well-located land next to available carbon dioxide sequestration locations.

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As part of this effort, HEI will:

- Develop key messages and communications materials relative to the Project and related issues.
- Identify and educate the public and stakeholder groups about the Project.
- Organize community and public education on the Project, to be accomplished through in-person briefings, small group meetings, organizational meetings, targeted direct mail, and electronic (website and e-mail) communications.
- Mobilize participation in the political process through attendance and testimony at hearings plus communicating with decision makers, including letter writing and e-mails.
- Manage media coverage with a response-to-inquiry approach, not a promotional approach. Proactive media outreach will be undertaken as appropriate.

1.2.1 Key Messages

- Convert refinery by-product/other feedstock fuels to produce hydrogen.
- Generate clean hydrogen power in Central Valley.
- Capture carbon dioxide for long-term sequestration in nearby oil fields.
- Design, construct, and operate to highest environmental as well as safety and health standards that meet or exceed stringent California rules.
- Provide community and environmental benefits, which include:
 - Providing approximately 250 megawatts (MW) of new, baseload, low carbon generating capacity, enough to power over 150,000 homes
 - Reducing greenhouse gases (approximately 2 million tons/year) with underground sequestration
 - Boosting local economy by creating jobs (up to 1,500 construction and 100 permanent) and new tax revenues
 - Preserving limited fresh water sources by using brackish groundwater and also creating a beneficial impact to local groundwater quality and agriculture
 - Using carbon dioxide injection for oil field enhanced oil recovery processes, further contributing to state and local economy
 - Building a new source of hydrogen formulation for potential uses, such as clean transportation.

1.2.2 Communications Materials

Although there is emerging awareness and knowledge on IGCC power plants, hydrogen energy, and carbon capture and sequestration among select constituencies, the Applicant recognizes that there will be a need to communicate on these issues locally in the Kern County area among elected officials, opinion leaders, and community members. New communications materials will be developed for the Project, such as the following:

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- Key Message document that frames primary and secondary messages for presentations/discussion
- Project Fact Sheet
- Issue Fact Sheets (gasification, carbon capture, hydrogen, sequestration, safety)
- Talking points for inquiry response
- Informational brochure with supporter response
- FAQs (Frequently Asked Questions) or question and answer (Q&A) sheets
- Newsletter
- Website
- Events and forums for speaking and exhibiting
- Letters
- Radio and TV interviews and media coverage
- Press releases/press conferences
- Conference exhibits
- Telephonic Information Line.

For the news media, a standard media response relative to the new site investigations in Kern County has been developed highlighting positive aspects of a Kern County site. Preliminary local press briefings have been undertaken.

1.2.3 Contact Program

The Applicant has put together a team of consultants that represents informed experience with energy project and environmental issues, as well as local knowledge of siting and permitting within the Bakersfield-area. This team is charged with managing local relationships and building awareness within the local jurisdictional bodies, as well as other elected officials and broader business, community, and environmental organizations.

Prior to the filing of the Revised Application for Certification (AFC), communications have already occurred in the nature of exploratory outreach efforts, and an assessment of position and posture. Communications activity and outreach will accelerate and intensify approaching Revised AFC filing. After filing, the public information and communication process ramps up with iterative contacts and mobilization for public hearings.

The Applicant has undertaken a limited effort to focus on communicating with select state and local leaders. These include the Governor's office, California Energy Commission (CEC), California Public Utilities Commission (CPUC), and California Air Resources Board (CARB) leadership. The Applicant has begun and will continue to brief jurisdictional stakeholders, including members of the Board of Supervisors and staff, members and staff of the San Joaquin Air Pollution Control District (APCD) and select other local and state elected and public officials who represent the Kern County area, as well as and other interested members of the public.

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1.2.4 Timing

After filing the Revised AFC, HEI will continue to maintain contact with all key individuals and organizations included in its initial outreach efforts, bolstered by the inclusion of additional interested parties that become engaged and involved in the Project as it proceeds through the public approval process.

Activities will include identifying engagement/event opportunities, various targeted communications plans, identifying supplemental, direct communications methods (including direct mail, etc.), developing necessary communications materials appropriate for various constituencies, implementing targeted contact management plans for identified constituencies, and developing strategies to support an appropriate regulatory framework. Specifically, HEI will need to:

- Re-contact all key stakeholders, with focus on Project Application filing and future hearings.
- Develop and implement local information program, including direct mail response program, to be launched with filing of Revised AFC.
- Contact certain local media and request/conduct editorial briefings.
- Consider a media event, invite VIPs, stakeholders, media, speakers (to be determined), use displays, site maps, etc.
- Develop news advisory and news release (brief key energy and environmental reporters in advance).
- Develop periodic newsletter and e-mail newsletter updates.

1.2.5 Project Approval/Public Review Timing

Activities will include:

- Conducting a group meetings and presentations using PowerPoint and prepared handout materials.
- Rolling out newsletter and e-mail newsletter updates.
- Convening community/neighborhood meetings, as appropriate, timed towards hearings.
- Issuing hearing alerts and contacting/mobilizing all stakeholders to participate (speak/write letters) in the hearing process.
- Requesting editorial board session, timed prior to hearings.
- Developing other media plans to profile Project.
- Managing and updating website.

1.3 TIER 2 – CCS Education

Tier 2 communications will develop and roll out a broad communications effort focusing on the complex policy issues surrounding CCS. Non-project-related forums and symposia will be organized to broaden key constituency (e.g., agricultural and water interests) awareness and understanding of CCS and how it is accomplished safely. HEI will engage appropriate non-profit organizations like local chambers of commerce, the Farm Bureau, local water agencies,

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and local educational institutions, including soliciting involvement of Cal State, in participating in information dissemination activities.

1.4 TIER 3 –Public Official and Agency Review

Tier 3 will include a structured program of managing specific public official and agency relationships necessary to ensure proper and expedited public review, input, and approval of the Project before all relevant agencies and other jurisdictional bodies.