

Appendix Q
Communications Plan

1.0 COMMUNICATIONS PLAN

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

The public information and community outreach and communication program will ensure that all affected “publics” are well-informed about the Project and the issues related to the Project, including: i) using hydrogen for power generation (i.e., Integrated Gasification Combined Cycle [IGCC]); ii) using hydrogen for urea production for nitrogen-based products; and iii) capturing carbon dioxide and storing it underground (i.e., carbon capture and storage [CCS]) within an Enhanced Oil Recovery (EOR) operation. HECA LLC will work with relevant agencies to ensure coordination of communication and public information efforts required by respective agencies.

As a key component of HECA LLC public outreach, minority and low-income populations have been provided a variety of opportunities to comment on the Project. In September of 2009, an Informational Hearing and Site Visit for HECA was conducted at the Elk Hills Elementary School in Tupman. In April 2010, CEC Staff also conducted a publicly noticed Data Response and Issues Resolution Workshop in Tupman and discussed the topics of air quality, cultural resources, biological resources, public health, hazardous materials, waste, and soil and water resources. Information was provided at these meetings in both English and Spanish, and a Spanish interpreter was present. The 2009 HECA Revised AFC was distributed to libraries in Taft, Tehachapi, Bakersfield, Buttonwillow and Wasco. HECA representatives have also met with the Wasco City Manager, to provide information and obtain input on the Project, and further meetings are planned to be held in Wasco in 2012.

On February 1, 2011, HECA LLC opened an Information Center at 189 East Front Street, in Buttonwillow. The Information Center is staffed during weekdays, and can also be visited by appointment to accommodate individuals with work schedules that conflict with the Center’s hours. The Center is staffed by representatives who speak both English and Spanish, and provides both English and Spanish-language materials about the Project. In addition, the Project website offers Spanish language materials for download.

HECA LLC has also been interacting with residents and community leaders in the course of funding several programs and initiatives to enhance the quality of life in western Kern County, particularly in identified environmental justice communities. HECA LLC is committed to providing continued outreach to the interested public, and providing opportunities for environmental justice populations to obtain information and provide input into the decision-making process. During continuing public outreach efforts, HECA LLC will develop and implement a public outreach strategy for the environmental justice communities, including the Wasco area, and continue to provide Spanish language materials and use Spanish interpreters at public outreach events.

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1.1 Overview

HECA will initiate a three-tiered approach to its public information, outreach and communications program.

- The first level, or tier, will be direct community outreach and communications with the local public and affected constituencies in the Kern County area..
- The second tier will be a broad communications effort focused on the policy issues surrounding the elements of the Project, specifically, integrated gasification and combined cycle (IGCC) power generation and carbon capture and sequestration (CCS).
- The third tier will be focused on the formal public review and permitting processes to ensure complete and expeditious review of the Project.

1.2 TIER 1: Community Outreach and Communications

The HECA LLC outreach and communications effort will focus on the geographic and geophysical logic related to potential sites for an IGCC hydrogen power plant with carbon capture and storage to benefit the region's EOR operations.

1.2.1 Outreach Activities

- develop key messages and communications materials relative to the modified Project, and related issues
- identify and educate the public and stakeholder groups about the modified Project
- organize community and political education on the modified Project, to be accomplished through in-person briefings, small group meetings, organizational meetings, targeted direct mail and electronic (website and email) communications
- mobilize participation in the public process through attendance and testimony at hearings plus communicating with decision-makers, including letter writing, and emails

1.2.2 Communications Materials

While there is emerging awareness and knowledge on IGCC power plants, hydrogen energy and CCS, we recognize 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 modified Project to be provided in English and Spanish, such as:

- Key Message document that frames primary and secondary messages for presentations/discussion
- Project Fact Sheet
- Issue Fact Sheets (Gasification, Carbon Capture, Hydrogen, Sequestration, Safety)

- Informational brochure
- Newsletter
- Website
- Events and forums for speaking and exhibiting
- Letters
- Radio and TV interviews and spots
- Press releases/press conferences
- Conference exhibits
- Telephone Information Line

1.3 TIER 2: CCS Education and Communications Program

While informed policy-oriented stakeholders have become engaged on the issue of carbon capture and sequestration (CCS) as a key greenhouse gas emission reduction measure necessary for climate change mitigation, overall understanding of CCS is limited within the general public. The way to store CO₂ underground and the safety in managing CO₂ storage is a subject that will require more detailed educational efforts. That is why HECA LLC has begun to implement an education and awareness program that demonstrates to lawmakers, regulators and the general public that CCS is safe and an important element to stabilize carbon emissions.

There is an abundance of material to present the facts about the technology. There is also no shortage of scientists and other credible spokespeople with expertise in this area. HECA LLC will bring these voices to the discussion of CCS in California, and create for them multiple and targeted opportunities to convey to stakeholders that CCS is safe and effective.

1.3.1 Communication Activities

In order to lay the foundation for a successful education campaign, the following tasks are in the process of being undertaken:

- Identifying key audiences
- Identifying and recruiting credible experts from academia and the environmental community to educate on CCS in meetings, presentations, conferences, media events, and other venues
- Developing working relationships with the environmental, academic and regulatory communities
- Developing relationships with key community leaders
- Creating communications materials for the education campaign
- Inventory existing materials and to make use as handouts (use existing CCS brochures, articles, etc.)
- Develop fact sheet, talking points, PowerPoint presentation and DVD, bibliography of materials, and one page document with excerpts from CCS articles

The California CCS education campaign will consist of several elements, all of which are geared to create opportunities for credible CCS experts to convey the message of safety, importance and effectiveness.

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1.3.2 Engaging Environmental Organizations

Essential to the work above is working with environmental organizations as independent third-party spokespersons. These organizations will be encouraged to undertake independent CCS awareness and educational activities and programs with information useful in the CCS education campaign.

1.3.3 Role of Academic Institutions

Other experts from prestigious colleges and universities in the CCS education campaign are researchers from climate change programs. There are several such institutions including Stanford, MIT, Princeton, and Harvard, among others.

1.4 TIER 3: Formal Agency Review

The HECA permitting team will work with regulatory permitting staff to flesh out and resolve any permitting issues. Each subsection of Section 5 of the AFC Amendment identifies relevant agencies and permitting requirements pertaining to that environmental discipline.