

Community Engagement Plan

Rural Clean Energy Economics and Community Engagement Study and Report

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Project Description

The Washington Legislature included in its [Clean Energy Project Siting Law in 2023](#) a directive for the Department of Commerce (Commerce) to create and submit a study and legislative report addressing direct and related issues and concerns across rural Washington regarding renewable energy development. The *Rural Clean Energy Economics and Community Engagement Study and Report* (Rural Clean Energy Study) is designed to help Commerce meet the state’s clean energy and climate goals by:

- Increasing mutual understanding among *policymakers, rural representative interests, and community residents*¹ of the potential opportunities and impacts for rural communities in Washington from renewable energy development
- Developing a detailed analysis of the direct and indirect economic and financial impacts of clean energy projects in rural Washington.
- Informing policies and programs to increase opportunities and reduce negative impacts from renewable energy development for rural Washington communities.

Commerce contracted the services of a consultant to provide third-party neutral services for the design and implementation of the rural community engagement and economic analysis required by this legislation. Ross Strategic leads the Consultant Team, with the Clean Energy Transition Institute (CETI) and Industrial Economics, Inc. (IEc).

Key Audiences

Key audiences for this project are defined as Washington rural *community residents, representative interests* in these rural communities, and *partner agencies/entities*. “*Community residents*” include those living within rural communities potentially affected by or interested in clean energy development. *Representative interests* are defined as those with a technical, jurisdictional, and/or representative role in clean energy development in rural Washington communities. *Partner agencies and entities* include Washington State agencies and state-sponsored entities with an interest in the study outcomes. [Appendix 1](#) contains a list of key audiences by category. The Consultant Team derived this list from its prior experience with these communities, recommendations from Commerce, and experience with related projects in Washington State. The Consultant Team will update this list as new interests, individuals, and organizations emerge.

Tribes hold a unique status in this study as sovereign nations. At this time, Commerce’s Tribal Relations Team is maintaining communication, coordination, and consultation with Tribes within the boundaries of Washington State.²

Rural Community Engagement Goals

This plan details the engagement goals, audiences, engagement tools, and materials for the Rural Clean Energy Study. **Communication and engagement activities are focused on Washington’s rural communities**, and intended to help achieve the following goals:

¹ see Key Audiences for definitions of these terms.

² At the end of June, Commerce asked Ross Strategic to take on a larger role with Tribal engagement. Given the timing of this request, it was agreed that Ross Strategic would reach out to four Tribes currently involved in utility-scale clean energy development, and distill Tribal issues, concerns, and recommendations from recent WA clean energy development-related reports. At the end of July, Commerce supported Ross Strategic’s recommendation that Tribes who had not yet responded to requests for interviews/other Tribes with a clean energy development interest would be invited to review the final draft report for feedback, prior to its finalization.

- The engagement plan is developed and implemented in a manner that is equitable, inclusive, and transparent to rural communities and their residents.
- Rural communities, representative interests and the public understand their role in the project and what areas of the study they can inform and influence.
 - Provide meaningful, accessible, and equitable opportunities for rural communities and representative interests to engage during the study period.
 - Demonstrate how input from rural communities and representative interests informed the economic analysis and findings.
- Commerce and the Consultant Team are trusted sources of project information.
 - Keep rural communities and representative interests informed about the project to minimize concerns resulting from speculation and misinformation.
 - Communicate information in the clearest, least technical way possible.
 - Respond to questions and requests for information in a timely manner.
- The role of Commerce (agency oversight) versus Consultant Team (third-party neutrals) throughout the study is clearly communicated to rural communities and representative interests.

Key Messages

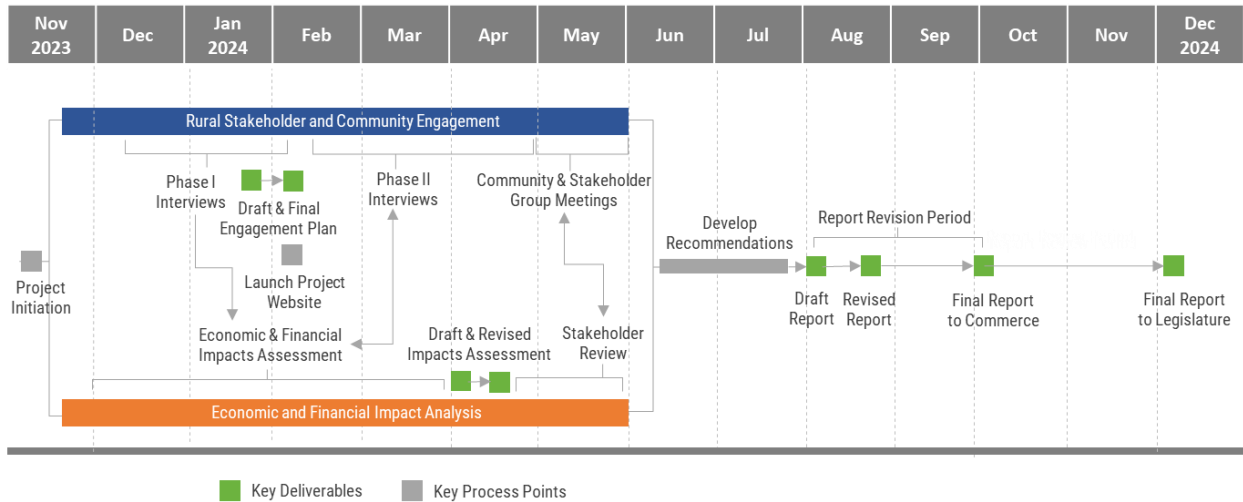
Throughout its work, the Consultant Team will reinforce the following messages:

1. The purpose of the study is to increase mutual understanding between rural communities and representative interests and government agencies and policymakers about the potential opportunities and impacts of renewable energy development in rural communities throughout Washington. This process includes individual and small-group conversations, as well as several regional public meetings.
2. The study includes a detailed analysis of the direct and indirect economic and financial impacts of clean energy projects in rural Washington and the Consultant team will provide opportunities for focused representative interests review and comment on the design of the economic study and the draft report.
3. The study will be used to inform policies and programs to increase opportunities and reduce negative impacts from renewable energy development for rural Washington communities.
4. The study is not affiliated with or in support of any particular clean energy development project.

Overview of the Process Map

The project is organized by data collection, analysis, and engagement milestones. Corresponding communication and representative interests and public participation opportunities are identified for the projected milestones. Representative interests contacted in the Phase 1 interview process will have an opportunity to review and comment on the draft economic analysis plan prior to its finalization. The process timeline is summarized below, and visually depicted in Figure 1.

Figure 1. Rural Clean Energy Study Process Map



Washington’s Rural Communities—Defined

The definition of Washington’s “rural” communities used for this community engagement plan is consistent with that provided in the Rural Clean Energy Study’s economic analysis:

“The geographic focus of the economic analysis is on rural Washington State. We define where ‘rural’ is using the United States Department of Agriculture’s (USDA) 2010 Rural Commuting Area (RUCA) Codes and all of the areas within the Columbia Plateau.”³

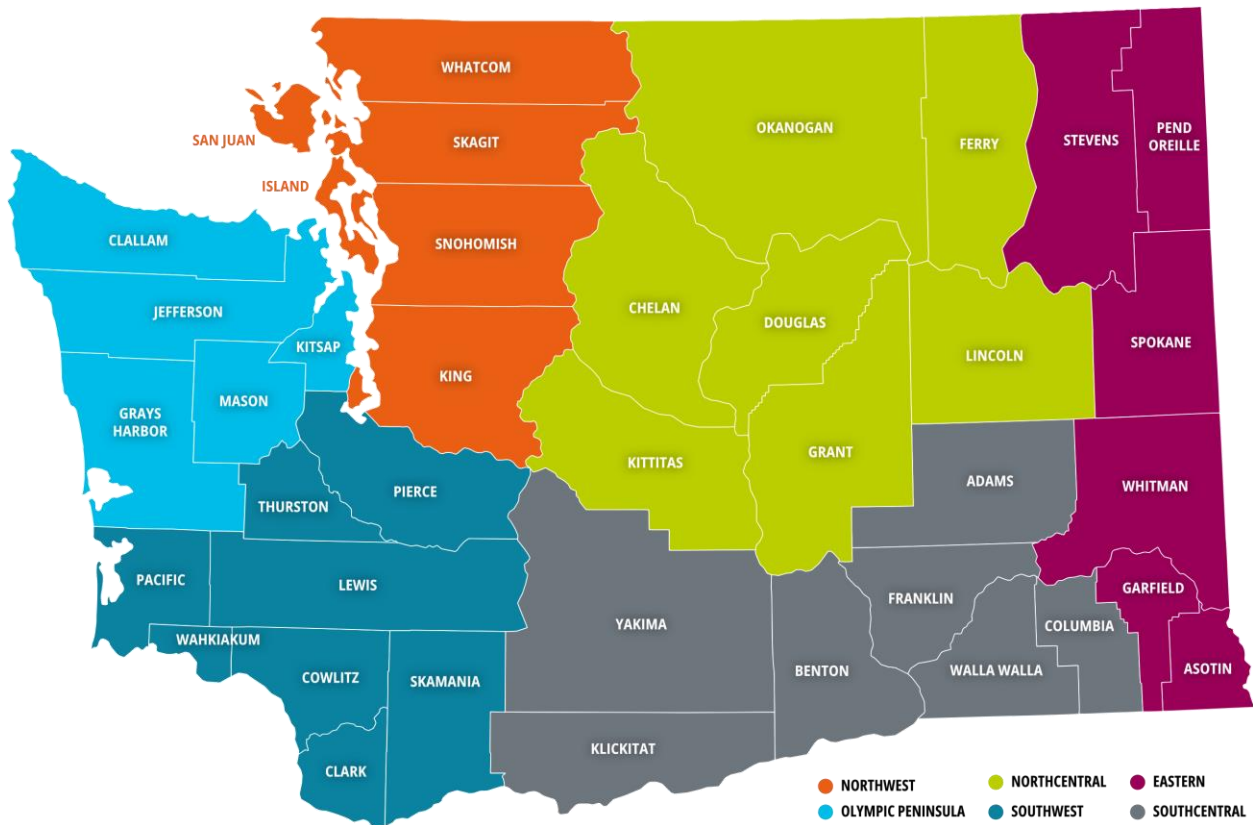
“...For purposes of this analysis, rural areas are defined as census tracts with a RUCA code higher than³ (i.e., any non-metropolitan area). Based on RUCA data, approximately 13 percent of the population of Washington State (or slightly below one million people) reside in rural census tracts while 66 percent of the land area in the state falls within these rural census tracts.”⁴

³ United States Department of Agriculture (USDA). 2010. *Rural-Urban Commuting Area Codes*. Revised July 2019. <https://www.ers.usda.gov/data-products/rural-urban-commuting-area-codes/>

RUCA codes and associated population estimates are based on 2010 data. USDA is currently in the process of updating RUCAs to consider decennial census data. Unfortunately, these updates are not expected until Fall 2024.

⁴ Economic Analysis Plan, IEC (in progress)

Figure 2: Map of Washington Counties by Commerce Community Engagement Regions



The Commerce Regional Community Engagement Unit, (CRCEU) includes Commerce staff who live within the region they serve. Regional team members are important partners for the Consultant Team, providing foundational community information and facilitating connections with community-based organizations, elected officials, faith-based, and informal community leaders in the rural communities within their regions. The CRCEU regions that Washington’s rural counties⁵ fall within are as follows:

- **Eastern:** Asotin, Pend Oreille, Stevens, Whitman
- **Olympic Peninsula:** Clallam, Jefferson, Mason, Kitsap
- **Northwest:** Island, Skagit, San Juan
- **Southcentral:** Adams, Columbia, Franklin, Klickitat, Walla Walla, Yakima
- **Northcentral:** Chelan, Douglas, Ferry, Grant, Lincoln, Kittitas, Okanogan
- **Southwest:** Clark, Cowlitz, Lewis, Pacific, Skamania, Wahkiakum, Grays Harbor

⁵ This list includes only identified Washington rural counties.

Engagement Methods

The engagement methods identified for this project are consistent with best practices adapted from the International Association for Public Participation’s Spectrum⁶ (IAP2).

This study will utilize “inform” and “consult” engagement (Figure 3) to reflect the study purpose to collect, analyze, and report on direct and related issues and concerns across rural Washington regarding renewable energy development

These levels may be applied to any key audiences identified for this project.

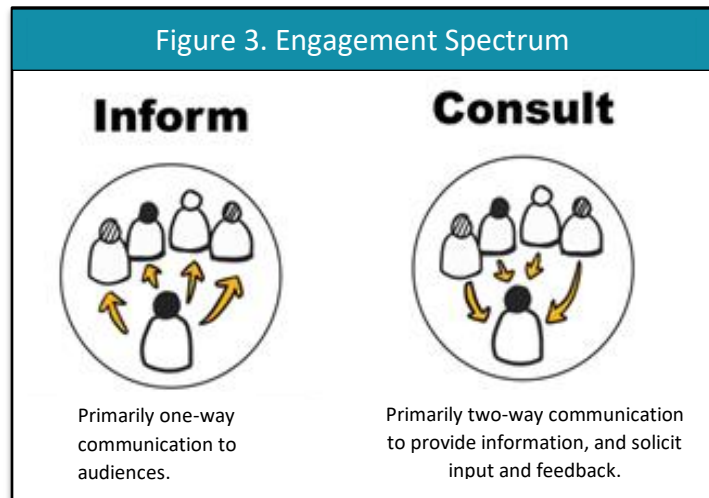
In addition to the IAP2 best practices, this project follows the [Community Engagement Values and Guidance](#) as adopted by the Washington State

Environmental Justice Council. The identification of data sources and methodology for the economic analysis, plus the community engagement goals, key messages, identification of key messages, and engagement tools reflect the seven values described in the Guidance:

1. Community-centered
2. Equity Centered
3. Accessible
4. Authentic
5. Accountable
6. Intersectional
7. Interconnectedness

Announcements of engagement opportunities will be provided with reasonable advance notice to enable people to attend in person or online. For in-person meetings, Spanish language interpretation services will be available. A small stipend for any costs associated with attending the meeting (e.g., childcare, fuel) will be offered. For online meetings, Spanish language captioning will be available. Participants may reach out to request other requested accommodations will be provided to the fullest extent possible.

The approach for each engagement level is described with appropriate tools in Table 2. Communication materials for each tool are detailed in Appendix 3.



⁶ Adapted from the [IAP2 Spectrum of Public Participation](#)

Table 2: Engagement Methods by Level

| Engagement Level: INFORM | | |
|-------------------------------|--|---|
| Audience Category | Engagement tool | Approach |
| All | Project website | The Clean Energy in Rural Washington State website provides project information. |
| | E-distribution | Project updates, announcements of community meetings, and other project news will be periodically distributed through an email distribution list maintained by Ross Strategic to those who voluntarily provide their email information during outreach events, and through communication through the project website. |
| | Leveraged outreach opportunities | Capitalize on opportunities to share project information and seek feedback at events convened by others (Appendix C) |
| Representative interests | Vested Interest cross-posting | The Ross Strategic Team will coordinate with rural representative interests and encourage them to cross-post the project website link and other links on their respective social media accounts as information becomes available. |
| Partner Agencies and Entities | Commerce Briefings | The Consultant Team will provide project materials to Commerce in support of periodic briefings. |
| Engagement Level: CONSULT | | |
| Audience Category | Engagement tool | Approach |
| All | Project website | In addition to providing project information, the Clean Energy in Rural Washington State website will provide an online comment form on the website when community comment on the draft economic analysis is sought. |
| Community Residents | Phase II: 1:1 conversations ⁷ | Members of the Consultant Team will engage in informal 1:1 conversations with local community members, landowners, etc. to explore specific, place-based challenges, barriers, and opportunities—also any lessons learned from current clean energy development. |

⁷ 1:1s are conversations the Consultant Team conducts with an individual.

| | | |
|--|---|--|
| Community Residents and Representative interests | Community Meetings (co-hosted with local community-based organizations) | <p>Collect feedback on the draft economic analysis, lived experiences of people in rural communities with clean energy development—challenges and opportunities to protect and improve life in rural Washington.</p> <p>Tentatively:</p> <ul style="list-style-type: none"> • Week of May 13—Public meetings focused on clean energy generated from utility-scale developments, energy sovereignty and community-scale development for resilience (Spanish & English) <ul style="list-style-type: none"> ○ Dayton ○ Prosser/Sunnyside ○ Goldendale ○ Quincy ○ Mt. Vernon • June 5: State-wide virtual meeting with Spanish captioning |
| Representative interests | Phase 1: 1:1 Conversations | Engage in informal 1:1 conversations with Representative interests to explore general topic of challenges and opportunities for rural clean energy development, local economic impacts and opportunities, and suggestions for how to engage rural communities in this process. |
| Representative Interests | Phase II: 1:1s, focus groups ⁸ , and community of interest ⁹ meetings | <ul style="list-style-type: none"> • Two, 2-hour focus group virtual meetings to collect feedback on the Economic Analysis Plan • Members of the Consultant Team will engage in informal Phase II 1:1 conversations and “communities of interest” (e.g., a collection of economic development councils, or PUDs) virtual and in-person meetings¹⁰ with Representative interests to explore specific, place-based challenges, barriers, and opportunities—also any lessons learned from current clean energy development. |

⁸ Focus groups include meetings between the Consultant Team and a small group of diverse interests.

⁹ Community of interest meetings include meetings between the Consultant and a small group of relatively homogenous interests, such as “agriculture” or “labor.”

¹⁰ In-person community-of-interest meetings will be held in conjunction with community meetings to take advantage of travel.

| | | |
|-------------------------------|--------------------|--|
| Partner Agencies and Entities | Commerce Briefings | The Consultant Team will provide briefing materials to Commerce in support of periodic briefings with targeted feedback questions related to the engagement and economic analysis process. |
|-------------------------------|--------------------|--|

Communication Mechanisms and Materials

The project website, maintained by Ross Strategic, will serve as the primary source of project information, milestones, and notifications of related events. It will also be used as a platform to receive community resident comments and questions throughout the process.

Notifications and other forms of distributions of information will occur through a variety of mechanisms to keep community residents, representative interests, and partner agencies/entities informed about upcoming project milestones and events. Ross Strategic will maintain an email distribution list of those who voluntarily provide their email information at outreach events and through the [project website](#).

Commerce will use its networks, distribution lists, and social media platforms to ensure all audiences receive project information through its webpage, periodic e-news, local news outlets, and state and local government updates.

Informational and analytical materials developed in association with the project will be used to help meet communication goals. A list of communication materials is included in [Appendix 3](#), and will be periodically updated as the project progresses, and based on communication needs.

Community Engagement Framing Questions

The following is a general description of the lines of inquiry the Consultant Team will pursue for the 1:1s, focus group, community of interest, and community meetings:

Development

1. What important opportunities rural communities see you for clean energy development? What are the key concerns?
2. What experiences have you had with energy infrastructure siting and development, and how can these processes be improved?
 - a. How can the State of Washington increase the benefits and reduce the negative impacts of clean energy projects?
 - b. What actions can energy developers take to increase the benefits and reduce the negative impacts of clean energy projects?
 - c. What examples come to mind – both positive and negative – of clean energy project development and implementation in rural areas, which can inform future work?

3. How can the state design and implement just and equitable processes for the transition to a clean energy economy?

Economics

1. When you think about the potential economic benefits of clean energy development in rural Washington communities, what type of benefits would you like to see? (such as increased local tax revenue, reducing household energy cost, job opportunities, etc.) What are some of the barriers to achieving these benefits?
2. When you think about the potential economic costs or adverse effects of clean energy development in rural Washington communities (such as tax implications for developments, viewshed impacts, construction), what types of effects are you concerned about? Do you have suggestions about how these costs could be minimized or mitigated?

Engagement

1. How do you suggest we engage organizations and people in rural communities to get their ideas about the benefits and challenges about clean energy development?
 - a. What challenges might we run into and how do you suggest we approach them?
2. As we conduct this study of rural clean energy in Washington, how would you like to be engaged?
3. How would you like to give and receive information about this study?

Additional Lines of Inquiry for Phase 2 Assessments:

1. Energy facility siting under the authority of the Energy Facility Site Evaluation Council, including placement of new renewable energy resources, such as wind and solar generation, pumped storage, small modular reactors, batteries, or new non-emitting electric generation resources, and their contribution to resource sufficiency.
2. Production of hydrogen, biofuels, and feedstocks for clean fuels.
3. Programs to reduce energy cost burdens on rural families and farm operations.
4. Electric vehicles, farm, and warehouse equipment, and charging infrastructure suitable for rural use.
5. Efforts to capture carbon or produce energy on agricultural, forest, and other rural lands, including dual use solar projects that ensure ongoing agricultural operations.
6. The use of wood products and forest practices that provide low-carbon building materials and renewable fuel supplies.

Evaluation

Online/printed evaluation forms, with questions collaboratively developed between the Consultant Team and Commerce, will be provided to all participants to collect feedback after community

events. Feedback will be synthesized and provided to Commerce. Any need for course correction based on the evaluations will be determined in consultation with Commerce.

Attachments

Attachment 1: Key Audiences¹¹

| Audience | Organization / Affiliation |
|------------------------------|---|
| Washington Rural Communities | Project distribution list (maintained by Ross Strategic) Media/social media outlets Communities within/adjacent to the study area |
| Representative interests | <p>Organized Labor</p> Building and Construction Trades Council Washington State Labor Council |

¹¹ This list will be updated as additional interests emerge.

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| Audience | Organization / Affiliation |
|---------------------------|---|
| | WA Public Utilities Association WA Rural Electric Cooperatives Economic/Development Organizations Grant County Economic Development North Olympic Development Council Okanogan Economic Council Port of Grays Harbor Tri-Cities Development Corp (TRIDEC) Federal EPA Region 10 USDA (REAP) |
| Partner agencies/entities | Washington Dept of Ecology Washington Dept of Fish & Wildlife Washington State University Clean Energy Siting Council |
| Tribes | As determined by Commerce’s Tribal Liaison and currently independently of the Consultant Team |

Attachment 2: Communication materials

| Materials | Timing | Location |
|--|---|-----------------|
| 1. News releases | Posted same day they are released by Commerce | Project Website |
| 2. Frequently asked questions | Posted as they emerge | Project Website |
| 3. Process road map | Updated periodically as needed | Project Website |
| 4. Meeting materials a. Summaries b. Presentations c. Other | As meetings occur. Presentation materials posted the day following each public meeting. | Project Website |
| 5. Data / analytical reports a. Final Economic Analysis Plan | Posted as they become publicly available | Project Website |

Attachments

| | | |
|--|---|-----------------|
| b. Preliminary Economic Analysis Findings | | |
| 6. Foundational engagement and economic analysis information | Referenced throughout the duration of project | Project Website |
| 7. Draft study report | August 2024 | Project Website |
| 8. Final project report (the combined community engagement and economic analysis components) | December 2024 | Project Website |

Attachments

Attachment 3: “Leveraged” Outreach Opportunities

(potential opportunities to share project information at events convened by others)

| Event Name | Host | Date/Time/Location | Key Audience |
|--|------------------|--|---|
| PUD meetings | Point of Contact | TBD | PUD Commissioners |
| WA State Assn of Counties | Paul Jewell | TBD | Association members, community leaders, interested citizens |
| Rural Resources | Ryan Berendsen | Colville | Rural community members with an interest in energy security |
| North Olympic Peninsula Resource Conservation and Development Council (NODC) | Karen Affeld, ED | Monthly Meeting | Council members, community leaders, interested citizens |
| WA Public Utilities Association | TBD | Periodic, brief presentations at a monthly meeting | Association members, community leaders, interested citizens |
| WA Rural Electric Cooperatives | TBD | Periodic, brief presentations at a monthly meeting | Cooperative members, community leaders, interested citizens |
| Rural county economic development councils | TBD | Brief presentation ahead of community meetings in areas where meetings will be held. | Council members, community leaders, interested citizens |

Attachments

Attachment 4: Public Meetings Outreach Plan

Background

The following Outreach Plan details the objectives, messages, and mechanisms that will be used to notify Washington rural residents of the public meetings that will be held in-person in three specific rural communities, plus an additional state-wide virtual meeting.

The Communications Environment

There is an urban/rural ideological divide across the country which is also evident in Washington State. Rural communities are generally mistrustful of both federal and state governments and the programs and policies they promote, as they are often viewed as creating unnecessary burdens on rural communities. Washington's Clean Energy Transformation Act (CETA 2019) is unpopular in many parts of rural Washington, and often characterized as a program that impacts rural communities for the benefit of urban lifestyles west of the Cascade Mountains. Utility-scale clean energy development is often viewed as creating more negative than positive impacts, principally due to the acres of agricultural "working lands" it requires, potential visual impacts from the development itself as well as from transmission lines needed to deliver energy from east to west, and the view of many local governments that such developments create future tax burdens and impact land values.

Community-scale clean energy development is, in contrast, often widely supported in rural communities for its contributions to "community energy independence" and reduced reliance on the state-wide energy grid. Community-scale development generally improves reliability in rural areas where infrastructure shortcomings and extreme weather events (increasing in frequency as a result of climate change) result in increased power outages.

Efforts to reach out to rural communities to invite their perspectives may be at least initially met with a certain level of mistrust, and potentially some hostility. Outreach messaging will take these factors into consideration. In addition, the consultant team will prepare a community profile for each of the public meeting locations to familiarize themselves with important contextual information for each location. The meeting design will be 'front-loaded' to address concerns respectfully and constructively.

Public Outreach Goals

Public outreach goals are derived from the study's broader [Rural Community Engagement Goals \(page 2\)](#) goals, and include the following:

1. *RCE Goal: Rural communities, representative interests and the public understand their role in the project and what areas of the study they can inform and influence.*

Public Outreach Goals:

- a. Provide informative, accessible, and equitable opportunities for potential meeting participants to learn about the purpose, dates, and location of the public meetings. While the general public and Tribes will be included in outreach efforts, we will focus efforts on rural residents and representative interests.
- b. Provide information on how to access other ways to provide input and feedback, in addition to participating in public meetings (e.g., study website)

Attachments

- c. Provide information on how input and feedback from these public meetings will inform aspects of the study, as well as future opportunities to review and comment on the draft study report.
2. *RCE Goal: Commerce and the Consultant Team are trusted sources of project information.*
Public Outreach Goal:
Consistently respond to questions about the upcoming meetings, and act on any requests for follow-up information in a timely manner.
3. *RCE Goal: The role of Commerce (agency oversight) versus Consultant Team (third-party neutrals) during the meeting and throughout the study is clearly communicated to rural communities and representative interests.*
Public Outreach Goal:
Clearly communicate who is convening the meeting (Commerce), and the role of Commerce staff and the Consultant Team (third-party neutrals) at the meetings.

Outreach Guiding Principles

- *Be mindful of first impressions:* Understand that conveying openness and transparency begins with a person's first contact with the consultant team and Commerce staff, which may be through outreach communications.
- *Be clear, accessible, and inclusive:* Make information about the meetings easy to find, clearly worded, and accessible to both English and non-English speakers. Provide a contact person (a real person) for people to reach out to for more information.
- *Be consistent and plan for the long term:* Treat outreach activities as the first step towards building relationships with rural communities and representative interests. Provide consistent and clear information to set shared expectations for the public meetings.

Key Messages

Messages contain the information we want people to remember about the meetings several days after hearing them. The following key messages will be used for this public meeting outreach and may be shortened as needed to accommodate social media and radio spot formatting. See [Appendix 5](#) for final outreach materials.

1. The Washington Department of Commerce is convening public meetings this spring in the following communities to gain the perspectives of rural community residents and representative interests of the potential opportunities and impacts for rural communities in Washington from renewable (clean) energy development:
 - **Dayton: Tuesday, May 14, 2024**, from 6:30-8:30 pm at [location, address w/link to Google maps]
 - **Sunnyside: Wednesday, May 15, 2024**, from 6:30-8:30 pm at [location, address w/link to Google maps]. Spanish interpreters will be onsite at this meeting.
 - **Mt. Vernon, May 16, 2024**, from 6:30-8:30 pm at [location, address w/link to Google maps]
- [Visit the study website](#) for more information, or contact the Rural Clean Energy Study Consultant Team at ruralcleanenergy@rossstrategic.com. Spanish language interpretation services will be available. A small stipend will be offered for any costs associated with attending the meeting (e.g., childcare, vehicle fuel).

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2. The Washington Legislature directed the Department of Commerce to conduct a study and create a report on the impacts of clean energy projects on rural communities. The purpose is to increase mutual understanding among policymakers, rural community residents, and representative interests. Development of a detailed analysis of the direct and indirect economic and financial impacts of clean energy projects in rural Washington will be prepared as part of this study.
3. The Washington Legislature included in its [Clean Energy Project Siting Law in 2023](#) a directive for the Department of Commerce to create and submit a study and legislative report addressing direct and related issues and concerns across rural Washington regarding renewable (clean) energy development. The *Rural Clean Energy Economics and Community Engagement Study and Report* (Rural Clean Energy Study) may be used to inform policies and programs that increase opportunities and reduce negative impacts from renewable energy development for rural Washington communities.
4. A state-wide virtual public meeting adapted from the in-person public meeting format will be offered on [DATE], from [Time]. Registration is required by Noon on the meeting date. Follow this link to register: [Zoom Webinar Link]. The meeting will also be streamed live and may be viewed by following this link: [Ross YouTube link]. Those joining via streaming will be in listen-only mode. [Visit the study website](#) for more information, or contact the Rural Clean Energy Study Consultant Team at ruralcleanenergy@rossstrategic.com.
5. Tribes hold a unique status in this study as sovereign nations. Regarding this study, Commerce’s Tribal Relations Team is maintaining communication, coordination, and consultation with Tribes within the boundaries of Washington State. In addition, representatives of Tribes and Tribal community members are welcome to attend these public meetings (in-person and virtual).
6. The Department of Commerce contracted the services of a consultant to provide third-party neutral services for the *Rural Clean Energy Economics and Community Engagement Study and Report*. Ross Strategic leads the Consultant Team, and is supported by the Clean Energy Transition Institute (CETI) and Industrial Economics, Inc. (IEc). Ross Strategic will neutrally and impartially facilitate the public meetings with support provided by CETI, and subject matter expertise on economics and financial analyses provided by IEc.

Target Audiences

The target audiences for public meeting outreach are derived from the study target audiences listed in [Appendix 1: Key Audiences](#), and organized by audience category and related organizations/affiliations. Outreach mechanisms will be identified by audience category, and implemented by reaching out to the specifically identified organizations/affiliations.

Outreach Mechanisms

The following table contains a matrix of outreach mechanisms and assignments for drafting copy and implementing the mechanisms (with deadlines).

Attachments

Outreach Mechanisms

| Mechanism | Copy Drafted By | Implemented by / Deadline | Notes |
|--|-----------------|---------------------------|--|
| 1. Print Media | | | |
| Dayton Daily Paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Dayton Spanish-speaking paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Walla Walla Daily Paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Walla Walla Spanish-speaking paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Sunnyside Daily Paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Sunnyside Spanish-speaking paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Yakima Daily Paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Yakima Spanish-speaking paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Bellingham Daily Paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| Mt. Vernon Daily Paper | Ross | Ross / TBD | Outlets recommended by Commerce |
| 2. Digital Ads? | | | |
| Who? | Ross | Ross / TBD | Outlets recommended by Commerce |
| Who? | Ross | Ross / TBD | Outlets recommended by Commerce |
| 3. Radio/Audio Ads | | | |
| Radio stations (English) | Ross | Ross / TBD | Outlets recommended by Commerce |
| Radio stations (Spanish) | Ross | Ross / TBD | Outlets recommended by Commerce |
| 4. Social Media | | | |
| Commerce account (LinkedIn, FB, X, Instagram, LinkedIn; Update the study website landing page) | Ross | Commerce/TBD | PRIORITY for Commerce review & approval process |
| 5. Commerce listserv | | | |
| Commerce account | Ross | Commerce/TBD | PRIORITY for Commerce review & approval process |
| 6. Ross distribution list | | | |
| 1:1s and Focus Groups | Ross | Ross/TBD | |
| 7. Earned Media | | | |
| Interviews | Ross | Commerce | Interviews, talk shows, reporters. Ross would draft talking points for Commerce. |
| Cross-posting by distribution list key organizations | Ross | Ross | Identify key contacts from interviewees, focus groups, etc. to their websites and through their social media |

Attachments

Attachment 5: Public Meetings Outreach Materials

Commerce’s Social Media and Listserv RCE Public Meeting Posts

X/Twitter (max 280 characters, including spaces):

Are you a rural Washingtonian thinking about how clean energy projects may affect your community? Join us **Tues, May 14 in Dayton at 6:30pm** for a community-based public meeting. [Visit this rural clean energy website](#) for important details. #RuralWACleanEnergy

Are you a rural Washingtonian thinking about how clean energy projects may affect your community? Join us **Wed, May 15 in Zillah at 6:30pm** for a community-based public meeting. [Visit this rural clean energy website](#) for important details. #RuralWACleanEnergy

Are you a rural Washingtonian thinking about how clean energy projects may affect your community? Join us **Thurs, May 16 in Mt. Vernon at 6:30pm** for a community-based public meeting. [Visit this rural clean energy website](#) for important details. #RuralWACleanEnergy

Instagram/Linked In/FB (text below well under the max character limits):



Large-Scale Solar Array

Community-Scale Solar Array

Large-Scale Wind

Are you a rural Washingtonian interested in how clean energy projects may affect your community, through either large-scale or community-scale solar, wind, and other types of energy development? If so, please join us in the following communities for a conversation that will help inform the *Rural Clean Energy Economics and Community Engagement Study and Report*, being prepared under the direction of the [WA Dept of Commerce](#).

Attachments

- **Dayton: Tuesday, May 14, 2024**, from 6:30-8:30 pm at the [Columbia County Fairgrounds Pavilion, 5 N Pine St, Dayton WA 9932](#)
- **Zillah: Wednesday, May 15, 2024**, from 6:30-8:30 pm at the [Zillah Civic Center, 119 1st Ave, Zillah, WA 98953](#)
- **Mt. Vernon, May 16, 2024**, from 6:30-8:30 pm at [WSU Mount Vernon NWREC 16650 State Route 536, Mount Vernon, WA 98273](#)

Public meetings convened by the Washington Department of Commerce are inclusive and accessible. If you have an access and/or accommodation need to attend one of the meetings listed above, please contact our consultant team at RuralCleanEnergy@rossstrategic.com.

A state-wide virtual public meeting will also be offered in June 2024. [Visit the study website](#) for more information, or contact the Rural Clean Energy Study Consultant Team at ruralcleanenergy@rossstrategic.com. We hope to see you at one of our community meetings or online. #RuralWACleanEnergy

GovDelivery/Listserv:

Are you a rural Washingtonian interested in how clean energy projects may affect your community, through either large-scale or community-scale solar, wind, and other types of energy development? If so, please join us in the following communities for a conversation that will help inform the [Rural Clean Energy Economics and Community Engagement Study and Report, being prepared under the direction of the WA Dept of Commerce](#).

- **Dayton: Tuesday, May 14, 2024**, from 6:30-8:30 pm at the [Columbia County Fairgrounds Pavilion, 5 N Pine St, Dayton WA 9932](#)
- **Zillah: Wednesday, May 15, 2024**, from 6:30-8:30 pm at the [Zillah Civic Center, 119 1st Ave, Zillah, WA 98953](#)
- **Mt. Vernon, May 16, 2024**, from 6:30-8:30 pm at [WSU Mount Vernon NWREC 16650 State Route 536, Mount Vernon, WA 98273](#)

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Background: The Washington Legislature directed the Department of Commerce to conduct a study and create a report on the impacts of clean energy projects on rural communities. The

Attachments

purpose is to increase mutual understanding among policymakers, rural community residents, and representative interests. Development of a detailed analysis of the direct and indirect economic and financial impacts of clean energy projects in rural Washington will be prepared as part of this study.

The Department of Commerce contracted the services of a consultant to provide third-party neutral services for the *Rural Clean Energy Economics and Community Engagement Study and Report*. [Ross Strategic](#) leads the Consultant Team, and is supported by the [Clean Energy Transition Institute](#) (CETI) and [Industrial Economics, Inc.](#) (IEc). Ross Strategic will neutrally and impartially facilitate the public meetings with subject matter expertise on clean energy issues provided by CETI and subject matter expertise on economics and financial analyses provided by IEc.

Rural Clean Energy Study Public Meetings

Are you a rural Washingtonian interested in how clean energy projects may affect your community, through either large-scale or community-scale solar, wind, and other types of energy development? If so, please join us in the following communities for a conversation that will help inform the [Rural Clean Energy Economics and Community Engagement Study and Report](#), being prepared under the direction of the [WA Dept of Commerce](#).

Dayton:

Tuesday, May 14, 2024, 6:30-8:30 pm

Columbia County Fairgrounds Pavilion, 5 N Pine St.

Zillah:

Wednesday, May 15, 2024, 6:30-8:30 pm

Zillah Civic Center, 119 1st Ave

Mt. Vernon:

Thursday, May 16, 2024, 6:30-8:30 pm

WSU Mount Vernon NWREC, 16650 State Route 536

Visit the study website for additional information and RSVP:

<https://ruralcleanenergywashington.org>

Public meetings convened by the Washington Department of Commerce are inclusive and accessible. If you have an access and/or accommodation need to attend one of the meetings listed above, please contact our consultant team at RuralCleanEnergy@rossstrategic.com.



Large-Scale Solar Array



Community-Scale Solar Array



Large-Scale Wind

Análisis de Energía Limpia en Zonas Rurales

Sesiones Públicas

¿Vive usted en una zona rural en el Estado de Washington? ¿Tiene interés en como proyectos de energía limpia (solar, viento, y otros tipos) afectan su comunidad, inclusive proyectos grandes y de tamaño local? Le invita a tres sesiones públicas donde habláramos en esos tópicos para informar el [Rural Clean Energy Economics and Community Engagement Study and Report](#), que está en proceso de desarrollo bajo dirección de [WA Dept of Commerce](#).

Dayton:

Martes, 14 Mayo, 2024, 6:30-8:30 pm
Columbia County Fairgrounds Pavilion, 5 N Pine St.

Zillah:

Miércoles, 15 Mayo, 2024, 6:30-8:30 pm
Zillah Civic Center, 119 1st Ave

Mt. Vernon:

Jueves, 16 Mayo, 2024, 6:30-8:30 pm
WSU Mount Vernon NWREC, 16650 State Route 536

Visite nuestro sitio web para ver mas información y registrar para las sesiones públicas:
<https://ruralcleanenergywashington.org>

Sesiones públicas que Washington Department of Commerce convoca son inclusivos y accesibles. Si tenga un requisito de acceso u otra necesidad para participar, favor de enviar nuestro equipo:
RuralCleanEnergy@rossstrategic.com.



Instalación Solar Grande



Instalación Solar Local



Instalación de Viento Grande