



MAKING THE MOST OF PUBLIC ENGAGEMENT

Lessons from the field

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MARC
MID-AMERICA REGULATORY CONFERENCE

ABOUT US

POLICY



- Stakeholder Engagement
- Strategic Planning
- Economic Impact Assessments
- Regulatory Advising

ENERGY PROGRAMS



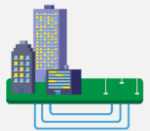
- Community Engagement
- Hard-to-Reach Customers
- Program Optimization
- Training

PERFORMANCE MANAGEMENT



- Business Process Optimization
- Quality
- Analytics and Modeling
- Management Infrastructure

SUSTAINABILITY



- Corporate Social Responsibility Strategy
- Resource Optimization
- Certifications
- Training and Executive Education

AGENDA

1

Project
Background

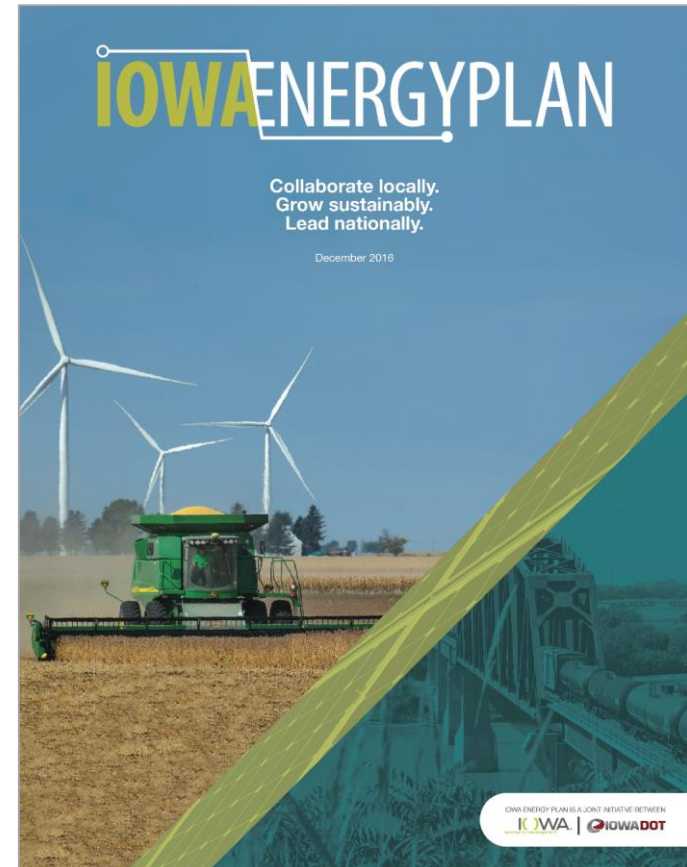
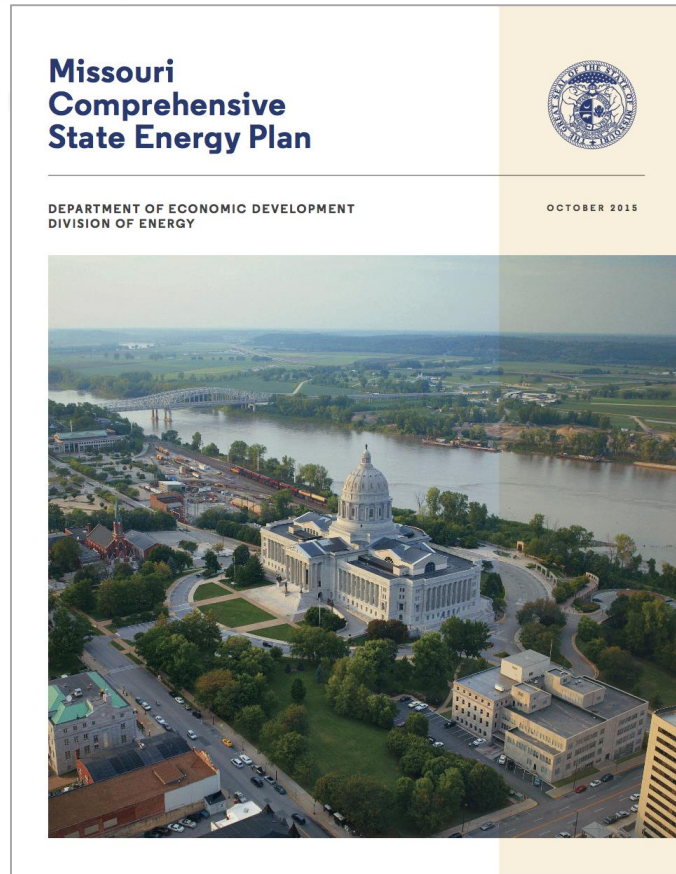
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Approach to
Public
Engagement

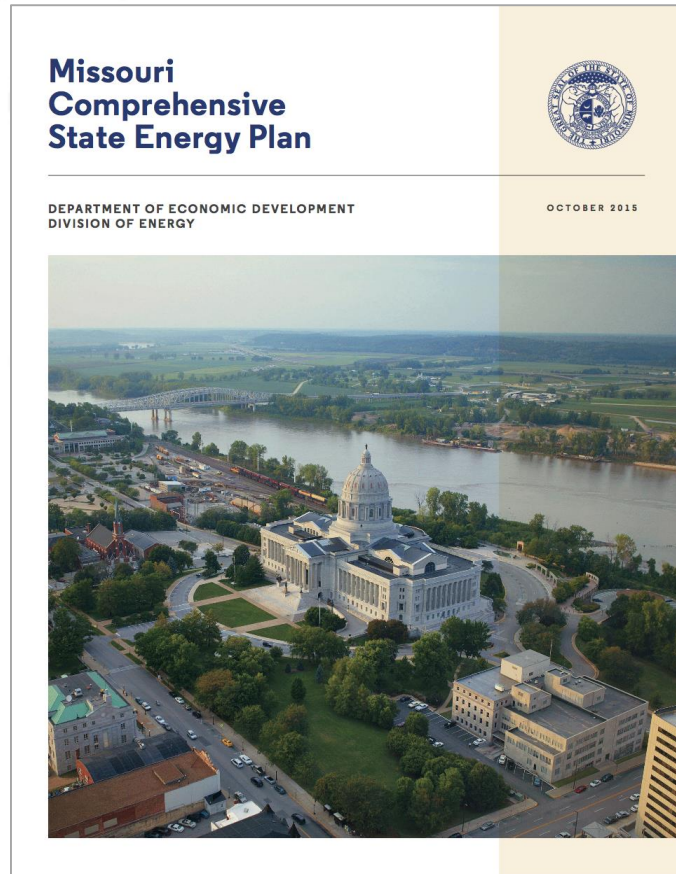
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Lessons
Learned

PROJECT BACKGROUND



PROJECT BACKGROUND



September 2014 – October 2015

Mandated through Executive Order



Previous comprehensive energy outlook occurred in the 1990s

PROJECT BACKGROUND

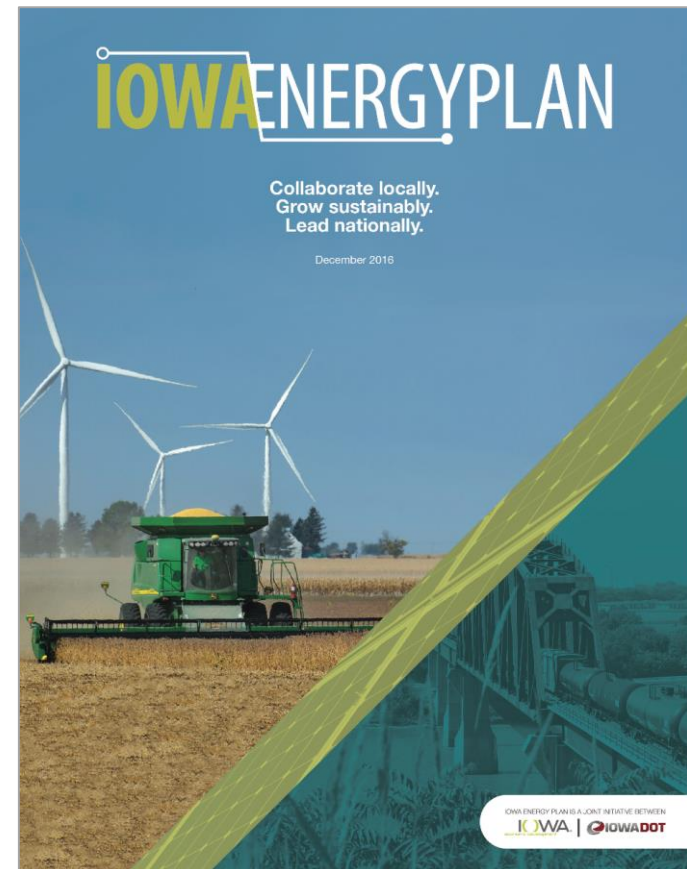
October 2015 – December 2016

Developed under Lt. Gov. Reynolds and IPEP

IOWA ENERGY PLAN IS A JOINT INITIATIVE BETWEEN



Previous planning efforts in 2007



PLAN DEVELOPMENT PROCESS



Technical Research

- + Analysis of Supply and Demand
- + SWOT
- + Modeling



Objectives and Strategies

- + Identification
- + Evaluation
- + Prioritization



Policy Assessment

- + Past, present, and proposed
- + Lessons learned, success stories



Plan Development

- + Draft and Final



Stakeholder Engagement

- + Public
- + Steering Body
- + Subject Matter Experts



Marketing

- + Public outreach
- + Implementation phase

APPROACH TO STAKEHOLDER ENGAGEMENT

| | Iowa | Missouri |
|-----------------------------------|-------------------------------------|-----------------------------------|
| Oversight Committee | Group headed by the Lt. Governor | Steering Committee |
| Public Forums Across State | Before plan development | Before and after plan development |
| Online Public Comments | 4 month period | 8 month period |
| Working Groups | 48 individuals, application process | 200 individuals, open acceptance |
| State Agency Meetings | Meeting with every state agency | Informal |

APPROACH TO STAKEHOLDER ENGAGEMENT

MISSOURI COMPREHENSIVE STATEWIDE ENERGY PLAN

7 Public Meetings
600+ Attendees

Steering
Committee
55 Individuals

280
Public
Comments

6 Working Groups

530 Participants

IOWA ENERGY PLAN

6 Public Forums
217 Attendees

109
Public
Comments

33 State
Agencies
Engaged

4 Working Groups

25+ Meetings

LESSONS LEARNED - PREPARATION

1

DEFINE YOUR OBJECTIVE

Why are you engaging stakeholders?

Do:

- + It is ok to have two or three objectives

2

IDENTIFY AND CLASSIFY STAKEHOLDERS

Who are you engaging?

Do:

- + Evaluate profiles
- + Measure the advantages and disadvantages of each group
- + Consider contribution level, expertise, willingness, legitimacy, and influence
- + Create a stakeholder registry

LESSONS LEARNED - IMPLEMENTATION

3

DEFINE THE SCOPE

How, when and where are you engaging stakeholders?

Do:

- + Don't sacrifice quality over quantity
- + Understand limitations of certain forums
- + Identify points in time that will lead to biggest impacts
- + Consider geographic limitations
- + Communicate the process and objectives upfront

LESSONS LEARNED - IMPLEMENTATION

4

PREPARE APPROPRIATELY

What do you need to do before, during, and after?

Do:

- + Allocate appropriate resources
- + Consider geography and logistics

5

ESTABLISH AN ENVIRONMENT OF COLLABORATION

How can everyone get the most of it?

Do:

- + Build capacity through best practice collection
- + Use technology
- + Build-in time for feedback
- + Ongoing two way communication

THANK YOU

Questions?

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