

# Moving From PR to Execution

## Engaging Stakeholders about Offshore Wind Construction Start



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### OBJECTIVES

With on-water construction activities finally starting:

How to ensure newly arrived construction packages, and their Tier 1 contractors, are up to speed in the local environment?

How can we ready government agencies for impending challenges, after years of discussing the future?

How can we answer specific questions and mitigate conflict with maritime stakeholders as we shift beyond intermittent survey work in order to further progress towards coexistence?

### WHY ENGAGE STAKEHOLDERS?

It's the right thing

It's a BOEM Best Practice

Protect the Schedule (business case)

### RESULTS

#### Partnership

Regulatory bodies are getting smarter about Offshore Wind (OSW), rapidly learning as the US industry matures. Having key partnerships at agencies opens the door to collaboration on new issues.

*Example: Unexploded Ordinance (UXO), once viewed as a remote possibility, the discovery of 18 UXO in Revolution, Sunrise, and Vineyard Wind areas necessitated a notification policy – Ørsted quickly provided UXO education based on years of overseas experience, and worked with BOEM and BSEE to craft a policy.*

#### Transparency

Offshore activities are subject to commercial pressures, weather, and even the effects of Covid. Early engagement, even if exact vessel movements are unknown, fosters trust, and avoiding surprises.

*Example: South Fork Wind boulder clearance. Positions of boulders will be shared frequently on a website to avoid any potential issues with fishing gear – these actions were only possible because information was shared early and active listening occurred, creating the opportunity to collaborate.*

#### Presence

After years of survey work, the nearing prospect of "steel in the water" means walking the docks, holding public events, and listening to suggestions. The old adage "fishermen don't go to meetings" may be true, and they are inundated with slick emails from multiple developers. Being on the docks, sharing information in the manner and method most accessible to the maritime community, will be vital going forward. Creating a "pull" for information will always be more effective than "pushing" endless emails.

*Example: Commercial Fishermen noted they prefer to receive critical information on the docks, not solely in the Local Notice to Mariners. Ørsted leveraged existing relationships at RI DEM, which owns the docks, to publish UXO notifications in RI.*

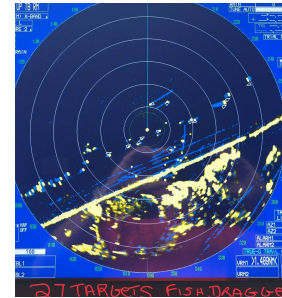
#### Internal Engagement

US Wind Farms will be radically different from their European predecessors – navigation is open to all mariners, with limits only during active construction.

*Construction Packages and Tier 1 Contractors with prior experience are arriving in the US with misaligned expectations about the role of the government in emergency response, the ability to move fishing gear, conduct UXO mitigations, and execute offshore operations. Early education efforts, consistent messaging, and warm hand-offs to agencies ensures the industry appears competent, and avoids losing trust built during the permit application/site investigation phases.*



*On the Docks: Marine Affairs Specialists C. Sarro hands a thumbdrive with chart updates for scientific monitoring equipment in charting-software compatible formats to a Montauk, NY fisher, in July 2022*



*On the Water: 27 Squid Fishing boats work alongside a Survey Vessel near a Long Island cable landfall in September 2022, this photo by Fisheries Liaison Officer R. Murray, details his efforts on the radio and in the pilot house, ensuring coexistence.*



*A Public meeting for the Rhode Island Fishing community in September 2022 provided detailed seabed preparation information, an overview of construction activities, and sought feedback on communication effectiveness.*

### CONCLUSIONS

The three-pronged approach of **Partnership, Transparency, and Presence** is essential if the offshore wind industry is to achieve trust and understanding among the U.S. maritime community, which will position the industry to achieve successful coexistence with current ocean users.

### ABOUT ØRSTED MARINE AFFAIRS

The largest maritime stakeholder department of any US developer, Ørsted's Marine Affairs department builds on the lessons and successes of Deepwater Wind's engagement strategy building Block Island Wind.

With the aim to create ways for OSW and Mariners to coexist as ocean co-users, Ørsted's Marine Affairs publishes twice weekly Mariner's Briefing, sources on-water FLO's and scout vessels, maintains three full-mission ship simulators to expose mariners to navigation within a windfarm, and employs nine staff on the US East Coast, with a range of experience in Marine Safety/Operations, Marine Science, Commercial Fisheries, and local stakeholder management.

### CONTACT INFORMATION

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