

Skills Session: Stakeholder Engagement

DOE Energy Innovator Fellows Boot Camp

Jasmine McAdams

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Agenda

1. Overview of stakeholder engagement
2. Stakeholder mapping activity
3. Key resources
4. Questions

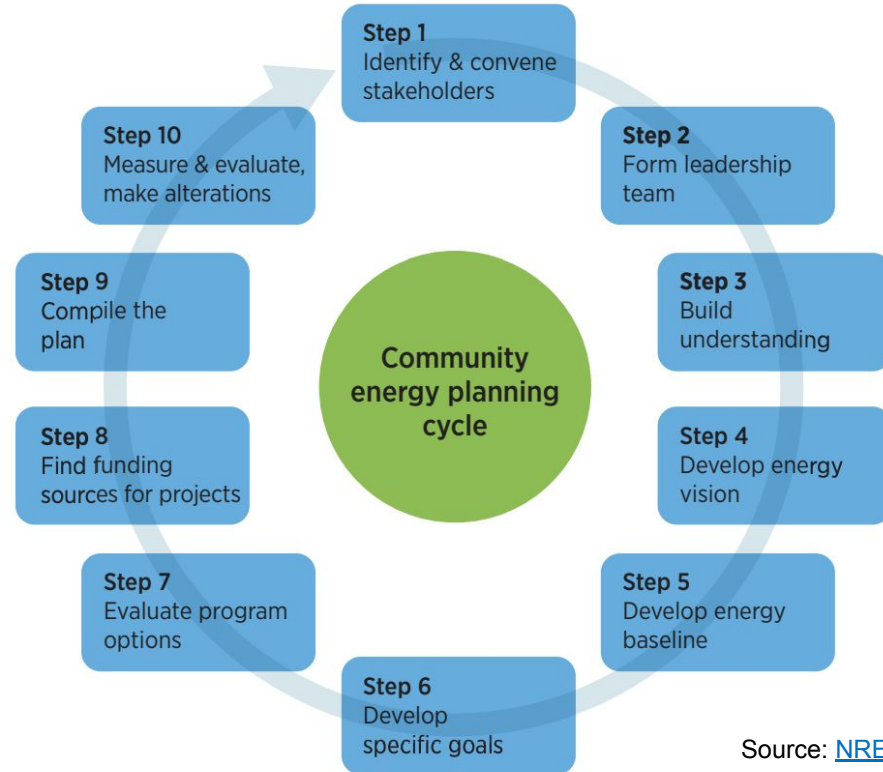


Overview of Stakeholder Engagement



Engagement in the Energy Planning Cycle

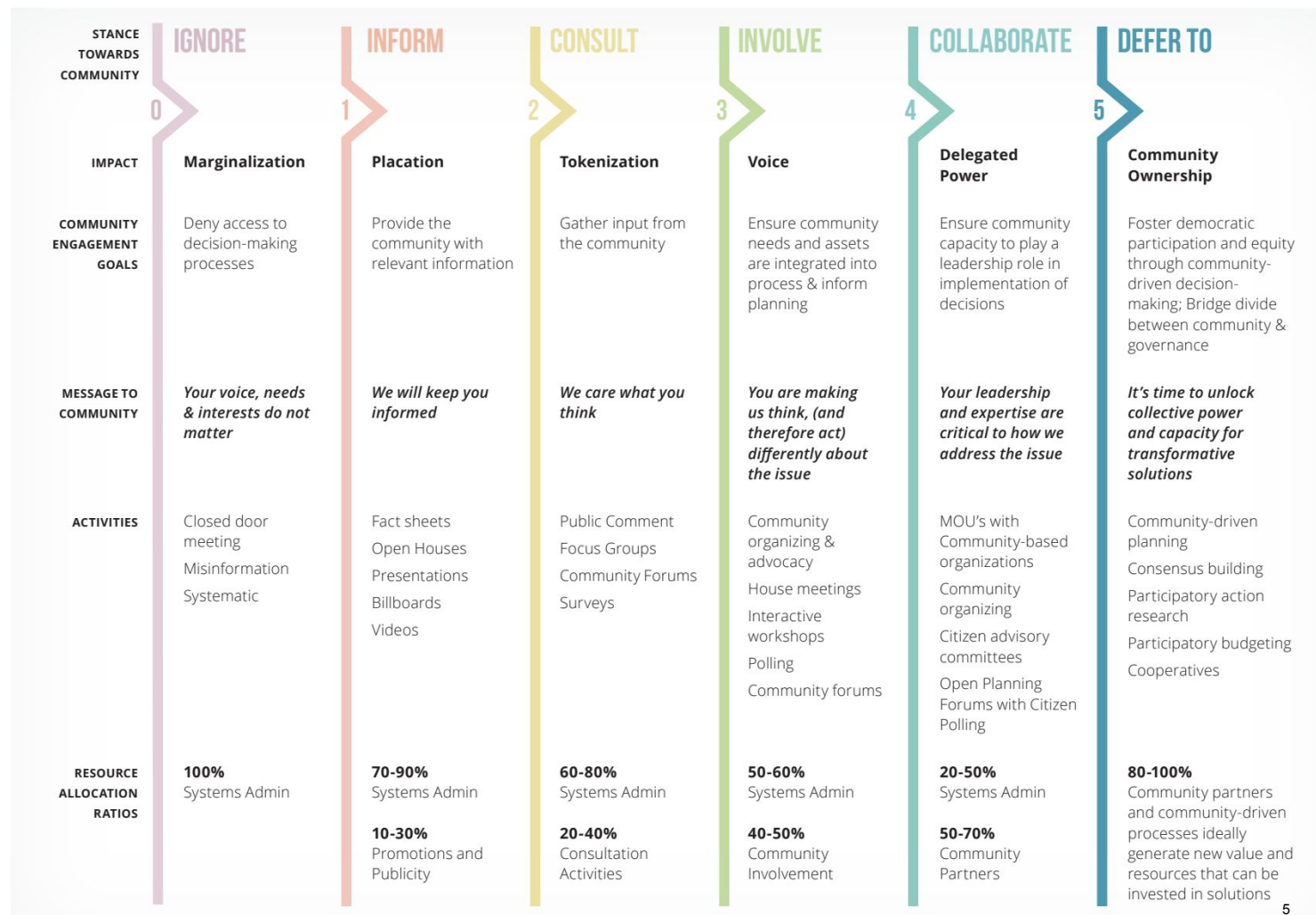
- Stakeholder engagement can happen anywhere along the energy planning cycle.
- Stakeholder engagement may be formal (required through regulation or statutes) or informal (exploratory or driven by community interests).
- How stakeholder engagement is planned and implemented matters. This is important to consider in conjunction with where stakeholder engagement is occurring during the energy planning cycle.



Source: [NREL, 2022](#)



Spectrum of Engagement



A few principles of stakeholder engagement

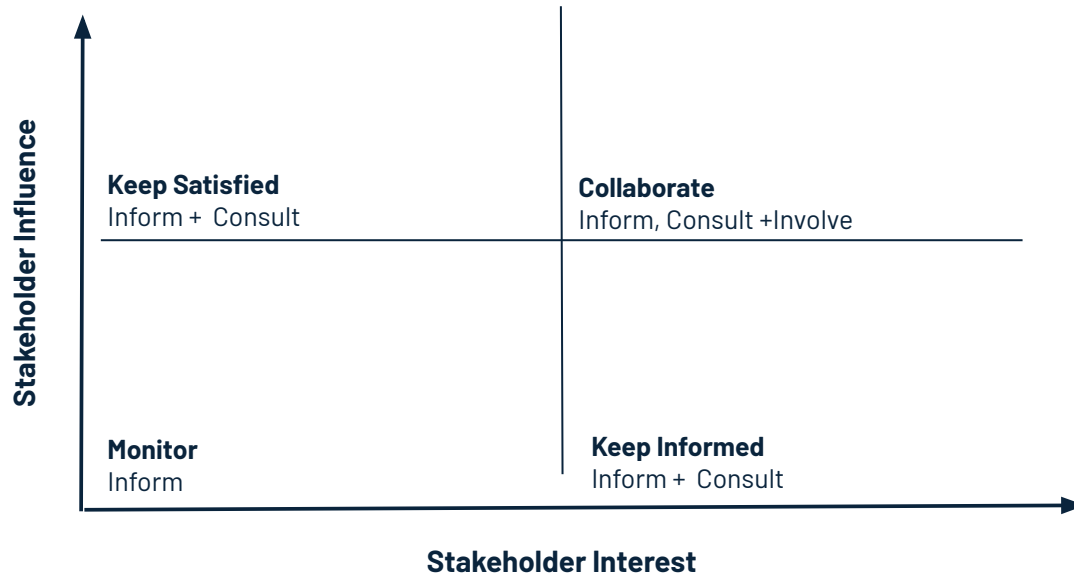
1. **Design engagement from the perspective of belonging.** Consider ways to lower barriers to participation.
2. **Reach out to stakeholders most impacted** by a decision.
3. **Include opportunities for knowledge building**, especially for non-technical stakeholders.
4. **Plan** often and iteratively.
5. **Be clear in communicating the scope** of the engagement and what concerns can and cannot be addressed by the engagement process.
6. **Any others? Please use the chat box or raise your hand to share your thoughts.**



Stakeholder Mapping Activity



Stakeholder Mapping Activity [15 minutes]



Scenario: Growth of new large loads

Acme State is interested in attracting new large loads for economic development. The Governor's Office formed a working group of all relevant state agencies to explore ways to quickly interconnect and serve new large loads while balancing any potential impacts to other businesses and residents.

Some organizations and residents have raised questions about:

- allocation of costs for new infrastructure needed
- grid reliability
- land use
- water consumption
- air quality

The working group is interested in convening stakeholder engagement sessions to gather perspectives from affected groups.

Join the Virtual Whiteboard:
<http://bit.ly/48QEzvc>

Interactive Activities

- Identify stakeholder groups to engage in this scenario.
- Place them on a stakeholder map grid (influence vs. interest).
- Discuss the most effective engagement approach for each depending on where they land in the matrix



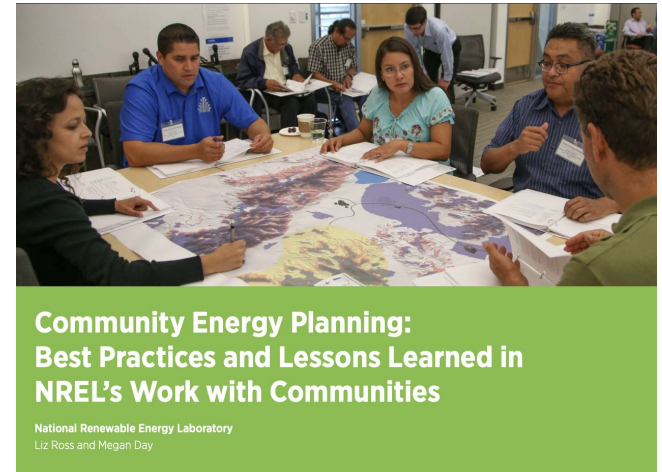
Resources



Resources

[Community Energy Planning: Best Practices in Lessons Learned in NREL's Work with Communities](#) (Ross & Day, 2022)

- Offers best practices for community energy planning based on interviews with seasoned practitioners and a literature review on community energy planning. Findings include five best practices:
 - a. Do your homework in preparation for community interactions.
 - b. Be humble, authentic, and honest in your interactions with community members.
 - c. Respect community agency in every step of the process.
 - d. Meet the community where they are.
 - e. Democratize participation



Resources

[Public Utility Commission Stakeholder Engagement: A Decision-Making Framework \(McAdams, 2021\)](#)

- Offers a framework for public utility commissions to design stakeholder engagement processes by offering emerging best practices and key questions for consideration

Figure 1. Decision-making Framework Category Definitions



NARUC
National Association of Regulatory Utility Commissioners

Public Utility Commission Stakeholder Engagement: A Decision-Making Framework

*Jasmine McAdams
January 2021*



Resources

[Community Toolbox](#) (University of Kansas, 2025)

- A comprehensive set of toolkits related to community engagement on topics such as:
 - Community assessment
 - Communications to promote interest and participation
 - Developing a strategic plan and organizational structure
 - Leadership and management
 - Analyzing community problems and designing and adapting community interventions
 - Cultural competence



Any other resources you want to share?

Add additional resources in the chat box



Questions?



Contact

Jasmine McAdams: jhmcadams@lbl.gov

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