

# Community Outreach Plan



## Oil and Gas Operations

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June 20, 2019

# Town of Erie Community Outreach Plan for 2019 Oil and Gas Operations

## 1. Introduction

The 2019 work plan has identified this topic as one of moderate priority and interest. Due to oil and gas operations, laws, industry standards changing rapidly within the Town of Erie, a community outreach plan is being activated. This plan is in an effort to establish clear timelines, expectations of all parties involved, and create awareness due to the topics significant sensitivities in the community.

The Town of Erie has designated a staff person as the “Local Government Designee” with the Colorado Oil and Gas Conservation Commission. Additionally, the Town of Erie has contracted with CGRS to perform duties when subject matter experts are needed.

This current plan is intended to satisfy current direction given to staff by the Board of Trustees at the June 11, 2019 Board meeting. It is likely this plan will change over time as tasks are completed and new and priorities are realized.

## 2. Plan Overview

The Town will need to engage the community from an “Involvement” approach. This approach ensures that we have gathered input from the community and that it informed our decision in a way that we can communicate back to the public our rationale. Tools for such involvements may include:

- Public roundtable forum.
- Emailed surveys.
- Outreach via social meetings.
- Informational meetings/open house.
- Public comment via in person and in writing.
- We will also take advantage of support from the neighboring communities and professional experts to provide education and background.

## 3. Goals and Objectives

### Vision

***“Through collaboration with stakeholder groups, Board of Trustees, and community members we will deliver quality recommendations that focus on safety, health, welfare of residents while working with industry partners.”***

### 3.1. Goals

We intend to utilize the best legal policies and methods available to achieve the goals listed below.

Our approach will follow the SMART principle:

- **Specific** – Who, What and Where
- **Measurable** – tracking improvements
- **Action-Oriented** – updates adopted by Board of Trustees
- **Realistic** – keep all entities priority in mind
- **Time and Resource Constrained** – Funding availability, scheduling considerations

The following is the community's goal statement for this plan:

***To implement current best practices of oil and gas operational standards by January 2020.***

Staff actions towards current goal for this plan:

- Revise oil and gas regulations for adoption by Board of Trustees to ensure they protect public health safety, welfare and the environment and are reasonable, consistent with SB 181.
  - Prepare a public engagement process for public input during the revisions to the regulations
  - Provide draft moratorium extension language to the Board of Trustees with time required to revise the regulations and engage the public
- Stay apprised of and work with neighboring communities to coordinate oil and gas regulatory efforts.
- Increase utilization of technical consultants under direction of LGD.
- Draft Erie oil and gas policy statement for the Trustees to consider.
- Develop priorities for addressing oil and gas issues including ongoing operations, proposed sites, and adjacent development.

### 3.2. Objectives

To support the communication goal, this section of the plan will describe up to five objective statements to which measures can be applied to evaluate whether the objective is met. In addition, all communication activities (tools/tactics) undertaken by the community need to accomplish one or more of the objectives defined in this section. It is recommended that no outreach activities are conducted that do not meet at least one of the plan objectives.

The following are example objective statements:

- Increase understanding of oil and gas operator needs in the Town of Erie.
- Increase understanding of concerns from residents/stakeholders.
- Increase awareness of resources available to public.

## 4. Roles and Responsibilities

Provided in this section is a list of internal individuals having a role in the development and implementation of the plan.

Name	Position	Organization	Responsibilities	Contact Information
Farrell Buller	Project lead. Local Government Designee	Town Administration	Drafts plan, seeks concurrence, updates plan, tracks implementation	<a href="mailto:fbuller@erieco.gov">fbuller@erieco.gov</a> 303-926-2892
Joe Smith	Engineering Manager and staff expert	Engineering Department	Ensures appropriate approach and solutions. Provides supporting data.	<a href="mailto:jsmith@erieco.gov">jsmith@erieco.gov</a> 303-926-2878
Todd Fessenden	Water/Waste Water and traffic impact direction	Public Works	Ensures manageability of project and long-term maintenance goals. Provides supporting data	<a href="mailto:tfessenden@erieco.gov">tfessenden@erieco.gov</a> 303-926-2895
Amber Luttrell	Community Outreach	Communications and Marketing	Oversees outreach efforts and advises of best methods.	<a href="mailto:aluttrell@erieco.gov">aluttrell@erieco.gov</a> 303-926-2763
Fred Starr	Long term planning and lead for UCD project update	Broader View from a Town-Wide perspective.	Looks for ways to create synergy or shared efficiencies.	<a href="mailto:fstarr@erieco.gov">fstarr@erieco.gov</a> 303-926-2773
Steve Felten	Funding	Finance	Provides financial considerations	<a href="mailto:sfelten@erieco.gov">sfelten@erieco.gov</a> 303-926-2895
Barb Green/John Sullivan	Special Counsel	Legal	Provides legal written	<a href="http://sullivangreenseavy.com/">http://sullivangreenseavy.com/</a>
Drezden Kinnaird	Subject matter expert	CGRS	Provides expert advice, support, research, inspections and materials.	<a href="https://www.cgrs.com/">https://www.cgrs.com/</a>

## 5. Stakeholders

We will employ the Strategic Framework for Public Engagement as a tool for use with stakeholders and our outreach team, which includes the following key Elements:

- What is the Topic of Engagement?
  - Oil and Gas operations in the Town of Erie
- What are we trying to achieve?
  - Implementation of great ideas, updated regulations, easy to access relevant information
- How will our decisions affect the community?
  - Informative approach for current conditions and considerations
- What level of Engagement are we promising?
  - Involve the Community
- What is the reach of this engagement initiative?
  - Community-wide, State/County, HOA's and stakeholders
- How will we follow through?
  - Offer various avenues for community to be involved, be educated, be heard.

### Primary Stakeholders:

The following are the community's primary stakeholder groups to receive targeted outreach:

1. Residents

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2. Board of Trustees

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3. Oil and Gas Operators

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**Secondary Stakeholders:** List the secondary stakeholders who also will receive targeted outreach, but at a reduced level of effort.

The following are the community's secondary stakeholder groups to receive targeted outreach:

1. Internal staff

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2. Local agencies such as COGCC, Weld County, Boulder County, neighboring communities

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3. Developers

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4. Business owners

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5. General public

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## 6. Communication Tools and Tactics: Stakeholder Engagement Approach

Stakeholders will be engaged through a variety of means described above in section 5. The Local Government Designee and Town Administration will work directly with the Communications and Marketing Manager to ensure the most efficient and targeted approaches are utilized to achieve support.

### **Stakeholder Group: Generally all Primary and Secondary Stakeholder**

#### **Action:**

- Revise oil and gas regulations for adoption by Board of Trustees to ensure they protect public health safety, welfare and the environment and are reasonable, consistent with SB 181.
  - Prepare a public engagement process for public input during the revisions to the regulations
  - Provide draft moratorium extension language to the Board of Trustees with time required to revise the regulations and engage the public

Tactic: Utilize a variety of methods to implement

#### Communication and Outreach Activities Plan:

Date	Audience	Action
August 13, 2019	Board of Trustees	Email review initial draft updates
August 20, 2019	Board of Trustees	Study Session - updated comments
September 2, 2019	Citizens	Comment period open
September 9-13, 2019	Citizens	Q & A open house
September 17, 2019	Citizens	Comment period closed
September 18, 2019	Board of Trustees and Town Staff	All citizen comments to Board of Trustees
October 8, 2019	Board of Trustees	Review and recommend final edits
October 22, 2019	Board of Trustees	Final draft submitted to Board of Trustees
November 12, 2019	Board of Trustees	Reading of UDC
December 24, 2019	Town Staff and Businesses	UCD changes effective, tentative

## Stakeholder Group: Board of Trustees

### Action:

- Stay apprised of and work with neighboring communities to coordinate oil and gas regulatory efforts.
- Increase utilization of technical consultants under direction of LGD.
- Draft Erie oil and gas policy statement for the Trustees to consider.
- Develop priorities for addressing oil and gas issues including ongoing operations, proposed sites, and adjacent development.

Tactic: Presentation or staff report at Board of Trustee meeting, updates to public through notify me and website

### Communication and Outreach Activities Plan:

Date	Audience	Action
August, 13, 2019	Board of Trustees	Share draft policy statement
September 10, 2019	Board of Trustees	Recommend adoption of policy statement
Ongoing	Staff	Work with local communities, agencies
September 10, 2019	Board of Trustees	Share priorities
October 8, 2019	Board of Trustees	Provide staff report of all updates,
October 8, 2019	Board of Trustees	Provide utilization report
December 10, 2019	Board of Trustees	Share priorities
January 14, 2020	Board of Trustees	Provide staff report of all updates,
January 14, 2020	Board of Trustees	Provide utilization report