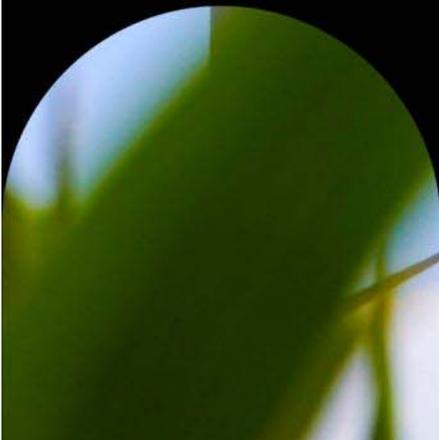


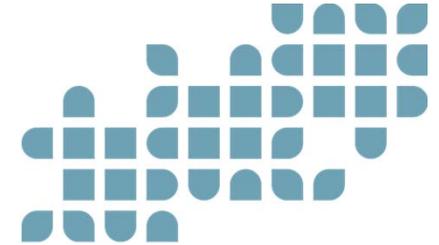


# Best Practices for Increasing Public Engagement and Acceptance

June 17, 2015



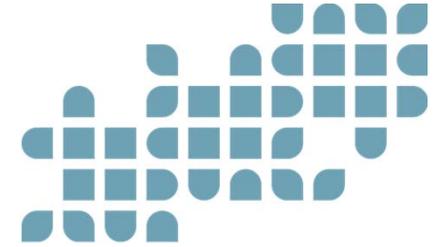
## About Pattern Development



- Pattern Energy Group LP (Pattern Development) is a leading renewable energy and transmission development company
- Develop and construct wind, solar, and transmission assets in the United States, Canada, Mexico, Chile, and Japan
- Highly-experienced team has brought more than 4,000 MW of wind power to market
- Expertise in all project stages: resource analysis, site development, finance, construction and asset management
- Pattern Development's affiliate company, Pattern Energy Group Inc. (Pattern Energy), is an independent power company listed on the NASDAQ ("PEGI") and Toronto Stock Exchange ("PEG")
- Strong commitment to delivering the highest value for our partners and the communities where we work, while promoting environmental stewardship and corporate responsibility
- Offices in San Francisco, Houston, San Diego, New York, Toronto, Mexico City, Santiago, and Tokyo



# Community Engagement Commitments



## Pattern Development Strives To:

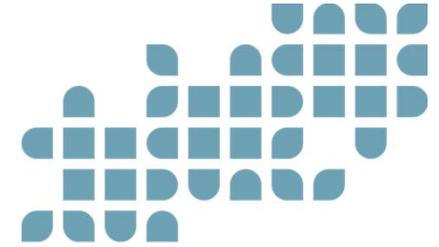
- Build local relationships and explore options to avoid, minimize, and mitigate unfavorable project impacts and to further positive impacts
- Proactively engage stakeholders, respecting and considering all points of view
- Work to continually improve our overall performance, incorporating community feedback into our engagement programs
- Help build strong and vibrant communities in our project areas through donations and sponsorships





# Earning Public Support

# Steps to Earn Public Support

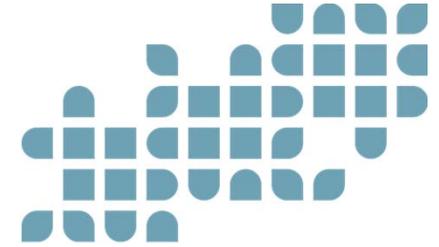


## Plan Early. Be Proactive.

- Community Assessment
- Engagement Plan
  - Message Development
  - Project Branding
  - Communication Materials and Methods
  - Engagement Activities
  - Community Giving



# Community Assessment

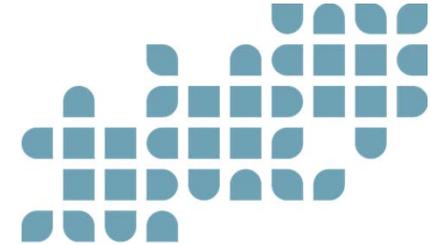


## Social, Economic and Demographic Community Overview

- Build an understanding of the local area to help select the most appropriate outreach and communication tools and have more successful community dialogues
- Identify opportunities and challenges
- Questions to consider:
  - What is the history of the area? Past energy development?
  - How have things changed there over time? What are the economic, demographic and political trends?
  - What makes the community unique?
  - What are the primary economic drivers?
  - What issues are the local newspapers covering?
  - What challenges do you anticipate?
  - What are the opportunities for engagement and project benefits?



# Community Assessment

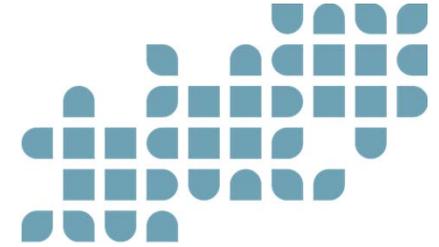


## Identify Project Stakeholders and Key Audiences

- Government officials
- Indigenous populations
- Participating landowners
- Non-participating landowners in and near project areas
- Community and business leaders
- Special interest groups: civic, environmental, agricultural, veterans, students
- Chambers of Commerce and local businesses
- Media



# Community Engagement Plan



## Framework to Involve the Community in Project Planning

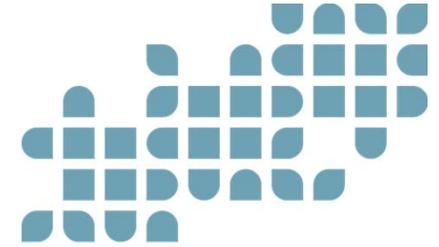
- Builds trust and collaboration with local stakeholders
- Is responsive to community needs and project concerns
- Aligns with the development timeline and supports public consultation requirements

### Includes:

- A wide range of activities geared to creating and maintaining opportunities for two-way communication
- Specific, measurable and achievable communication objectives with action plan to meet objectives
- Schedule for action items and budget



# Project Messaging and Branding



## Message Development

- Organize your facts - develop key messages and talking points for the project team so messaging is consistent and clear
- Use the key messages in all project communication materials
- Produce fact-based answers to common misconceptions and questions you anticipate

## Brand Identity

- Create a brand identity that will be used throughout the project's life – project name, logo, branded materials
- Generate local pride in the project
- Give out branded promotional items, i.e. t-shirts, hats, reusable bags and water bottles
- Sponsor community events and causes

## Spring Valley Wind Energy Project

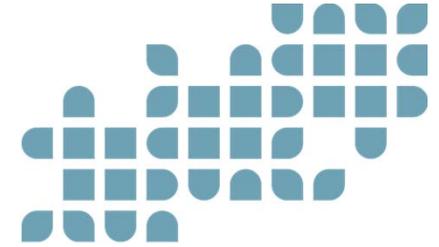
The Spring Valley Wind project is coming soon to White Pine County! Spring Valley Wind will be Nevada's first wind energy project. Once complete in 2011, the 100 MW project will produce clean, renewable power equal to the energy needs of 45,000 Nevada homes. Spring Valley Wind will be an economic stimulus for White Pine County during construction and throughout the life of the project – from job creation to increased tax revenues. The project will also bring significant economic benefits to the community through increased revenues for service industries, such as local restaurants and hotels, and the purchase of goods and services during construction and operation.

The clean power produced by the Spring Valley Wind project will help Nevada to diversify its energy generation sources and meet the state's renewable energy goals. If you have any questions about the project, please email us at [info@patternenergy.com](mailto:info@patternenergy.com) or call us toll free at (877) 826-9906.

 Pattern



# Communication Materials and Methods

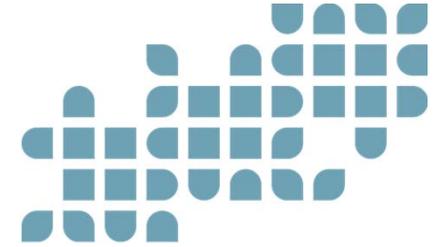


## Accurate, Current, and Accessible to All Stakeholders

- Project factsheet or brochure
- Presentation
- Website
- Project booth
- Information boards
- Advertisements
- Newsletters (electronic, newspaper inserts, direct mail)
- Issue factsheets by third-parties
- Earned and paid media: print, radio, TV



# Engagement Activities

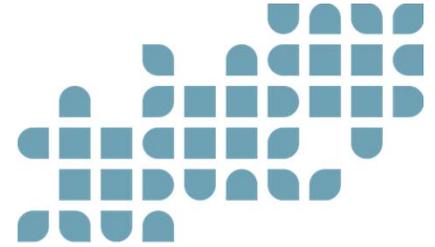


## Engage the Community Early and Often

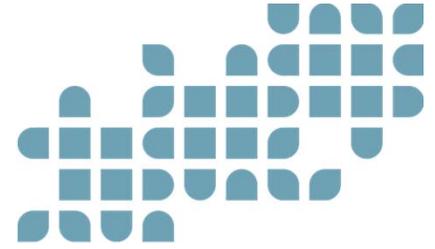
- One-on-one meetings
- Project office
- Project team contact (i.e. email address, local or toll free number, website contact form)
- Booths at community events
- Informational open houses
- Community Liaison Committees
- Presentations
- Community dinners
- Tours of existing wind farms
- Create contact database
- Record questions, concerns and responses



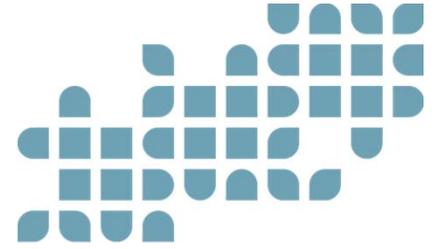
# Community Giving



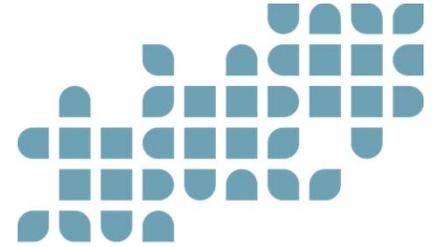
# Benefits of Public Support



# Benefits of Public Support

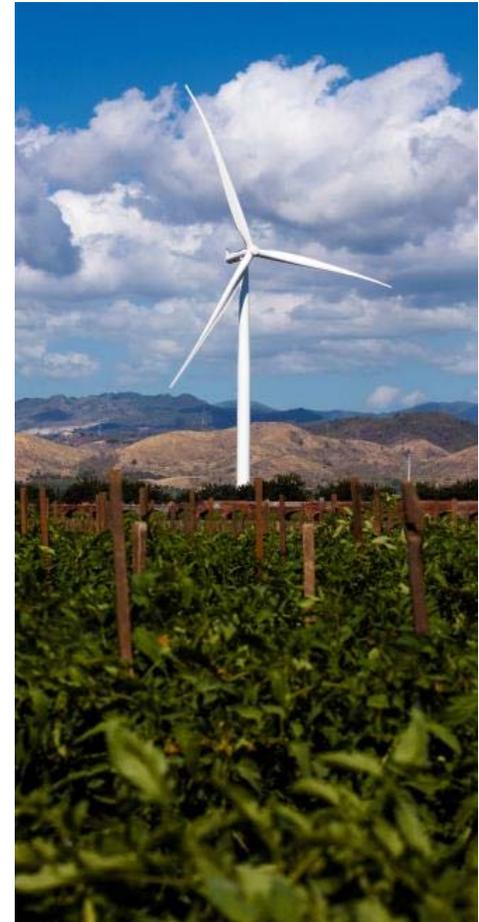


# Summary: Best Practices to Earn Public Support



## Plan Early. Be Proactive.

- Community Assessment: Develop an understanding of the area; identify opportunities and challenges
- Engagement Plan: Build trust and collaboration
  - Message Development: Factual, consistent and clear
  - Project Branding: Generate pride and excitement
  - Communication Materials and Methods: Accurate, current, and accessible
  - Engagement Activities: Engage early and often
  - Community Giving: Support community needs through donations and sponsorships



# Energy for generations

