



*The Snake River Geothermal Consortium*

*is a research partnership focused on  
advancing geothermal energy, hosted  
by Idaho National Laboratory.*

# Communications and Outreach Plan

April 2016



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## **Communications and Outreach Plan**

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**April 2016**

**Snake River Geothermal Consortium  
Hosted by Idaho National Laboratory  
Idaho Falls, Idaho**

**[www.snakerivergeothermal.org](http://www.snakerivergeothermal.org)**

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## EXECUTIVE SUMMARY

This plan describes the approach to be used to communicate with, and provide outreach to, stakeholders regarding the Frontier Observatory for Research in Geothermal Energy (FORGE). FORGE marks the U.S. Department of Energy's (DOE's) largest effort to advance the deployment of enhanced geothermal systems (EGS). EGS has the potential to tap into a conservatively estimated 100 GW of baseload power-generating capacity by harnessing the earth's heat through engineered geothermal reservoirs. The FORGE initiative aims to develop methodologies and technologies that will bring this resource into the nation's energy portfolio. This project is being conducted by the Snake River Geothermal Consortium (SRGC) at the 110-km<sup>2</sup> (42.6-mi<sup>2</sup>) Geothermal Resource Research Area on the Idaho National Laboratory Site.

Part of ensuring the success of FORGE in advancing EGS is using the best possible communications and outreach techniques to engage internal and external stakeholders. This plan identifies influential strategies and tactics designed to help SRGC educate, inform, and expand the support base for EGS by increasing stakeholder geothermal-science and technology literacy.

This plan describes how we will:

1. Use communication tools for internal and external communications and outreach
2. Broaden the general public's understanding of FORGE, EGS, and use of EGS as a base-load energy source
3. Develop active educational engagement opportunities with K-12 and higher education students and educators
4. Provide stakeholders within and outside of the geothermal community with the latest news and updates regarding the development of long-term technical and community support for the FORGE site
5. Provide the tools to communicate internally "virtually under one roof" (i.e., SRGC is a large, diverse team and uses tools like virtual meetings and document-sharing web portals to make physical location irrelevant to team communication)
6. Ensure that the INL community is actively engaged and supportive of the development of the FORGE site
7. Tactically handle crisis communications with prepared messages, protocols, and draft content for websites and media releases to help the SRGC respond quickly and effectively to inquiries during a crisis, either real or perceived.

Target external and internal audiences include the general public, academia, government leadership, industry, members of the media, SRGC members, DOE staff and program leadership, and INL leadership. The SRGC has also actively engaged with local Native American tribes and special interest environmental non-government organizations. We will continue to do so throughout the project.

Our communications and outreach approach includes static, dynamic, and multi-directional information exchanges with local community, regulatory, and government stakeholders. These exchanges are aided by traditional and nontraditional communications tools, such as our public website, a private-content management web portal with access-only collaboration capabilities, social media outreach, media pitches, public tours, and methods to receive input from internal and external stakeholders. Crisis communications tactics and materials have also been prepared to help respond to any crisis that may arise.

An action plan and implementation schedule provide clear action items that identify the frequency of activities and the steps needed to prepare and maintain materials for future use and deployment to continue engaging stakeholders.

This plan provides the results of an assessment of communications and outreach performance through February 2016 as a baseline for what techniques have worked and should continue to be used as the FORGE project progresses. The assessment shows that the SRGC is successfully engaging with the local community, special interest groups, disadvantaged groups, and the general public as a whole. As of February 2016, the SRGC had participated in 12 outreach events throughout the world, met with 57 regional and national stakeholders, received 29 letters of support from the regional community, and shared information about FORGE and EGS with 1,132 people on 89 tours to the Center for Advanced Energy Studies in Idaho Falls, Idaho, where the SRGC is based.

Additionally, we have steadily grown the SRGC social media presence, and this growth continues. We have also received traditional media coverage of the project. Thirty percent of all of the known media coverage of FORGE since the DOE announced the five potential FORGE host sites in April 2015 was SRGC-specific coverage, and 76% of those media mentions were a direct result of SRGC media pitches and outreach efforts.

Metrics and reporting guidelines in this plan explain how we will continue to track communication and outreach success throughout the project.

The integrated approaches to diverse communications and outreach techniques laid out in this plan ensure a clear pathway for successful stakeholder engagement with EGS and FORGE well into the future.

## CONTENTS

EXECUTIVE SUMMARY .....	iii
ACRONYMS .....	ix
1. INTRODUCTION .....	1
1.1 Phase I Communications and Outreach Summary .....	2
1.1.1 Traditional Media Audit.....	2
1.1.2 Social Media Audit .....	2
1.2 Goal and Objectives .....	5
1.3 Target Audiences .....	6
1.4 External Audience Key Messages.....	6
2. INTERNAL COMMUNICATIONS TOOLS .....	6
2.1 Content Management Web Portal .....	7
2.2 Virtual Meetings .....	8
2.3 In-Person Visitation Programs .....	9
2.4 Internal Stakeholder Communications.....	9
3. EXTERNAL COMMUNICATIONS TOOLS .....	10
3.1 External Website .....	10
3.2 Social Media .....	11
3.2.1 Platforms .....	11
3.2.2 Methodology .....	11
3.2.3 Content Creation Timeline.....	12
3.3 Public Tours .....	12
3.4 Educational Outreach.....	12
3.5 Outreach Events .....	13
3.5.1 Targeted Special Interest Group Outreach.....	16
3.6 Media Outreach.....	16
3.6.1 Media Pitches.....	16
3.6.2 Place Bylined Articles.....	16
3.7 Leveraging SRGC Member Communications Channels .....	17
3.8 Multidirectional Communications and Input Gathering .....	17
3.9 Communications Materials .....	17
4. COMMUNICATIONS STRATEGIES AND TACTICS .....	17
4.1 Phase 1 – Defining and Implementing the Plan .....	17
4.2 Phase 2 – Continuing Engagement and Expanding the Reach.....	25
4.3 Phase 3 – Establishing the FORGE Site and Growing the Base.....	32
4.4 Implementation Schedule.....	39

5. CRISIS COMMUNICATIONS..... 44

    5.1 Communications Principles ..... 44

    5.2 Crisis Communications Objectives ..... 45

    5.3 Crisis Communications Audiences ..... 45

    5.4 Scenarios ..... 46

    5.5 Media Triage and Management Process ..... 46

        5.5.1 Media Response and Monitoring ..... 46

        5.5.2 Messaging ..... 46

6. METRICS AND REPORTING..... 47

    6.1.1 Communications (Quarterly) ..... 47

    6.1.2 Community Outreach (Quarterly)..... 47

    6.1.3 Social Media (Tracked Monthly, Reported Quarterly) ..... 47

REFERENCES ..... 48

Appendix A—Meetings and Discussions with Community Leaders, Regulators, and Government  
    Officials ..... 49

Appendix B—Table of Previous and Planned Presentations at Professional Meetings and Events ..... 55

Appendix C—Media Mentions (through January 2016) ..... 61

Appendix D—Message Matrix ..... 69

Appendix E—Snake River Geothermal Consortium Member Communications Points of Contact  
    and Platforms..... 75

Appendix F—Sample TweetReach Report..... 79

Appendix G—Letters of Support..... 83

Appendix H—Special Interest Groups – Contacts, Predicted Response to Establishing the  
    FORGE Site, and Planned Outreach..... 87

Appendix I—List of Targeted Reporters ..... 93

Appendix J—Fact Sheets and Handouts ..... 101

Appendix K—Potential Scenario: Aquifer Contamination..... 107

Appendix L—Potential Scenario: Local Seismic Activity ..... 111



## FIGURES

Figure 1. Sample @CAESEnergy Twitter post showcasing an SRGC member presentation at the Stanford Geothermal Workshop. ....	3
Figure 2. Retweets of the @CAESEnergy Twitter post. Retweets from other organizations allow SRGC to share messages and information far beyond the local geographical area. ....	3
Figure 3. A sample Facebook post from CAES. This post was shared nationally and internationally. ....	4
Figure 4. Facebook posts from key national and international geothermal groups, demonstrating the national and international reach social media allow. ....	5
Figure 5. An image of the team SharePoint content management website home page. ....	7
Figure 6. Images of document- and graphics-sharing capabilities on the SRGC SharePoint web portal. ....	8
Figure 7. An example of a GoToMeeting screen utilizing webcams and document- and screen-sharing capabilities. ....	9
Figure 8. An image of the snakerivergeothermal.org home page. ....	10
Figure 9. Number of CAES public tours by audience from April 2015 through February 2016. ....	12
Figure 10. Regional community support map. ....	15
Figure 11. General guidance regarding appropriate responses during normal operations and in the event of a crisis. ....	45

## TABLES

Table 1. Previous and planned technical and non-technical presentations and outreach events. ....	14
Table 2. Tactics for developing communications outreach. ....	18
Table 3. Tactics for strengthening awareness and support of the FORGE site during Phase 2. ....	26
Table 4. SRGC’s permanent communications outreach strategy. ....	33
Table 5. Implementation schedule. ....	40



## ACRONYMS

CAES	Center for Advanced Energy Studies
DOE	U.S. Department of Energy
DOE-ID	U.S. Department of Energy Idaho Operations Office
EERE	Efficiency and Renewable Energy
EGS	enhanced geothermal systems
FAQ	frequently asked question
FORGE	Frontier Observatory for Research in Geothermal Energy
GTO	Geothermal Technologies Office (part of the U.S. Department of Energy)
INL	Idaho National Laboratory
K-4	kindergarten through fourth grade
K-12	kindergarten through twelfth grade
NGO	non-governmental organization
NREL	National Renewable Energy Laboratory
Q&A	question and answer
SRA	Snake River Alliance
SRGC	Snake River Geothermal Consortium
STEM	Science, Technology, Engineering, and Math
TBD	to be determined



# Communications and Outreach Plan

## 1. INTRODUCTION

This plan describes the approach to be used to communicate with, and provide outreach to, stakeholders regarding the Frontier Observatory for Research in Geothermal Energy (FORGE). FORGE marks the U.S. Department of Energy's (DOE's) largest effort to advance the deployment of enhanced geothermal systems (EGS). EGS has the potential to tap into a conservatively estimated 100 GW of baseload power-generating capacity by harnessing the earth's heat through engineered geothermal reservoirs. The FORGE initiative aims to develop methodologies and technologies that will bring this resource into the nation's energy portfolio (Metcalf, 2015). This project is being conducted by the Snake River Geothermal Consortium (SRGC) at the 110-km<sup>2</sup> (42.6-mi<sup>2</sup>) Geothermal Resource Research Area on the Idaho National Laboratory (INL) Site.

Our communications and outreach approach for FORGE includes static, dynamic, and multi-directional information exchanges with local community, regulatory, and government stakeholders. These exchanges are aided by traditional and nontraditional communications tools, such as our public website, a private-content management web portal with access-only collaboration capabilities, social media outreach, media pitches, public tours, and methods to receive input from internal and external stakeholders.

As of February 2016, the SRGC had participated in 12 outreach events throughout the world, met with 57 regional and national stakeholder groups, and shared information about FORGE and EGS with 1,132 people on 89 tours through the Center for Advanced Energy Studies (CAES) in Idaho Falls, Idaho, where the SRGC is based. We are also actively engaged with local Native American tribes, disadvantaged groups, students, educators, and special interest environmental non-governmental organizations (NGOs). We will continue this engagement throughout the project. (For a full list of engagement, see Appendices A and B).

This plan describes how we will:

1. Use communication tools for internal and external communications and outreach
2. Broaden the general public's understanding of FORGE, fundamentals of EGS, and use of EGS as a base-load energy source
3. Develop active educational engagement opportunities with K-12 and higher education students and educators
4. Provide stakeholders within and outside of the geothermal community with the latest news and updates regarding the development of long-term technical and community support for the FORGE site
5. Provide the tools to communicate internally "virtually under one roof" (i.e., SRGC is a large, diverse team and uses tools like virtual meetings and document-sharing web portals to make physical location irrelevant to team communication)
6. Ensure that the INL community is actively engaged and supportive of the development of the FORGE site
7. Tactically handle crisis communications with prepared messages, protocols, and draft content for websites and media releases to help the SRGC respond quickly and effectively to inquiries during a crisis, either real or perceived.

The SRGC includes a professional communications staff at INL and CAES who have diverse backgrounds in marketing, community relations, journalism, graphic arts, science writing, strategic

communications and more. This core communications and outreach team is backed by communicators at SRGC member institutions to provide us with maximum reach and message penetration.

## 1.1 Phase I Communications and Outreach Summary

While developing this plan, we conducted research to determine the most effective ways to exchange information with our stakeholders and the general public. The research included relevant social and traditional media, as well as mentions of the FORGE program that appeared in these media. Based on our findings, we developed a communications and outreach program, portions of which have already been implemented. The findings of our initial research and follow-up research on the effectiveness of our program are described below.

### 1.1.1 Traditional Media Audit

Our research showed that 93 articles were published about FORGE from January 1, 2015, through February 29, 2016. In addition:

- Most of the coverage was between April 27 and April 30 (68 out of 93 hits) due to the announcement of the DOE award of research grants to the five potential hosts.
- The majority of coverage (64 outlets) discussed the FORGE program as a whole, mentioning each of the five potential sites or the FORGE program as a whole.
- Twenty-nine of the 93 total articles (more than 30%) focused on the SRGC specifically. Of those, there were 25 written articles, three radio broadcasts, and one television news broadcast.
- The majority of the coverage was neutral in tone.

See Appendix C for a list of all online and print newspaper coverage through February 29, 2016, including the date, outlet, and headline with a link to the article.

### 1.1.2 Social Media Audit

We began our social media campaign on July 20, 2015. Three main platforms are used: Facebook, Twitter, and a website blog. A fourth platform, YouTube, is also used. However, it is used to supplement the main platforms, not as a standalone platform, so it was not assessed in the audit. CAES is the main account used for posts, with support from INL's social media accounts.

One of our target audiences is composed of students, in particular Generation Z, i.e., generally people born between 1996 and 2010 (New York Times, 2015). Many in Generation Z get their news and information through social media. So, to reach this key audience, we are disseminating FORGE-related messages through channels that Generation Z frequents: mainly Facebook and Twitter.

Journalists also rely heavily on social media for story ideas. A short message can grab a reporter's interest much more quickly than a lengthy email or phone call. Because media presence is a key tool for providing the general public and stakeholders with FORGE information, we are reaching out to media through multiple channels, including social media. Social media content complements our overall portfolio of communication tools.

#### 1.1.2.1 Twitter

Since July 2015, Twitter activity related to SRGC and FORGE has increased significantly, with two significant peaks in activity. The first peak was due to an INL tweet about the DOE award announcement of the five potential FORGE host teams. The tweet reached approximately 13,000 accounts. The second peak was in January 2016, with the news that a new video featuring the SRGC explaining EGS was released. This reached 27,144 accounts (a 109% increase from the earlier peak). Tweets are being seen and shared (retweeted) by national and international geothermal groups, including the Geothermal Resources Council, Piensa en Geotermia (Spanish speakers), Think Geoenergy, and educational associations like STEM (Science, Technology Engineering, and Math) Idaho.

Retweets and tweet likes are two indicators showing that not only has someone seen the post, but they liked it enough to share with their own followers (Figures 1 and 2). Both indicate the reader had a positive reaction to our message and that we are reaching key audiences. Between July 2015 and February 2016, the number of @CAESEnergy followers increased by 193%. With just one post, not only did CAES reach more than 1,000 of our own followers' accounts, but we also reached the combined 13,136 followers of each of those three organizations that retweeted our post. This is an example of the power of social media.



Figure 1. Sample @CAESEnergy Twitter post showcasing an SRGC member presentation at the Stanford Geothermal Workshop.

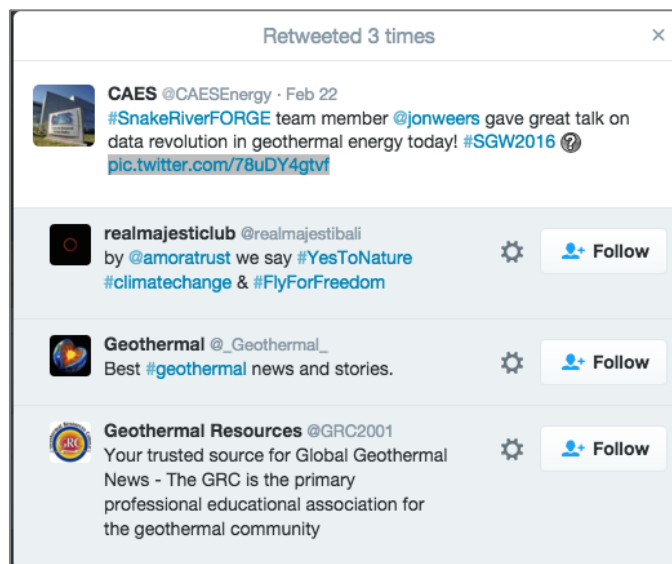


Figure 2. Retweets of the @CAESEnergy Twitter post. Retweets from other organizations allow SRGC to share messages and information far beyond the local geographical area.

**1.1.2.2 Facebook**

A key metric of Facebook engagement (Figures 3 and 4) is “page likes,” or connecting to a page to start seeing its posts. Between July 2015 and February 2016, the number of CAES page likes increased by 78%. Another key metric is post reach, or the number of people who have seen a post. Between July 2015 and February 2016, the number of people reached with CAES posts increased by 5,215%.

Post reach of specific SRGC FORGE messages peaked twice since July 2015. The first peak occurred in September 2015, with the announcement of Chena Power joining the SRGC. The second peak occurred in December 2015, with a post about a new FORGE feature story.



Figure 3. A sample Facebook post from CAES. This post was shared nationally and internationally.





Figure 4. Facebook posts from key national and international geothermal groups, demonstrating the national and international reach social media allow.

## 1.2 Goal and Objectives

Our communications and outreach goal is to use influential communications tactics to educate, inform, and expand the support base for EGS, paving the way for EGS adoption and deployment locally and nationally. We will achieve this goal by meeting the following objectives:

- Establish a consistent message platform that is flexible enough to be used through a variety of communications and outreach methods, including those for traditional media, social media, stakeholder support, community and regional education, public meetings, and related events and conferences

- Create a reliable and recognized system for sharing educational information, success stories, and technical details with decision-makers, stakeholders, and local communities
- Develop an action plan that is tailored toward the needs of target audiences to ensure the regular, consistent, and pertinent exchange of information with them
- Enable effective internal communication among the SRGC members to connect them “virtually under one roof.”

### 1.3 Target Audiences

Specific audiences will vary depending on individual situations, but we will seek to reach the following priority audiences with outreach activities, as appropriate.

External audiences:

- General public (including local Native American tribes and NGO environmental groups)
- Academia (educators and students ranging from kindergarten through graduate school)
- Government leadership (policymakers and regulators, including the State of Idaho)
- Industry (early adapters who will use the science that SRGC proves viable to commercialize EGS)
- Members of the media.

Internal audiences:

- SRGC members
- DOE staff and program leadership—Geothermal Technologies Office (GTO), Office of Efficiency and Renewable Energy (EERE), and Office of Nuclear Energy
- INL leadership (including the Site Management Team).

### 1.4 External Audience Key Messages

The key strategic messages for the SRGC are:

- EGS is a safe, clean, and renewable method for generating power and has vast potential to benefit our region and nation as a whole.
- FORGE is designed to test and prove technologies necessary for EGS adoption.
- SRGC has the expertise to successfully operate the FORGE test laboratory. We have assembled a first-class team that includes top experts and advisors on EGS from the public and private sectors.
- The SRGC has chosen an ideal site for developing FORGE. It has favorable geology, high heat flows, elevated subsurface temperatures, and abundant water.
- SRGC is partnering with the community and actively working to facilitate an ongoing dialogue on FORGE activities with local residents and officials to provide education and information for these important stakeholders. The FORGE project brings several positive direct and indirect economic benefits to the regional community.

These messages and their underlying supporting facts are included in the message matrix in Appendix D of this document.

## 2. INTERNAL COMMUNICATIONS TOOLS

The SRGC is fortunate to have team members and advisory board members from throughout the United States and the world. Virtual tools now allow teams to be composed of the best people with the right skills regardless of their physical location.

In addition to the traditional email and phone communications, the SRGC has several non-traditional internal communications tools to allow it to virtually operate “under one roof.” These tools include a content management website, virtual meetings, and in-person visitation programs. All of these tools allow information to be communicated to and from SRGC members in a real-time environment.

## 2.1 Content Management Web Portal

In addition to the external website used to share information publicly, we have a dedicated SharePoint content management website for internal use only (Figure 5). The SharePoint site allows SRGC members to share documents, data, and other information. Access to different types of data and information is limited to specific users and requires authentication credentials. We use this site as a specialized and secured content-sharing collaboration environment (Figure 6). Individual security is assigned using a graded approach, allowing some to have full access while others are restricted to certain portions of the collaboration environment. Access levels are provided by an administrator.

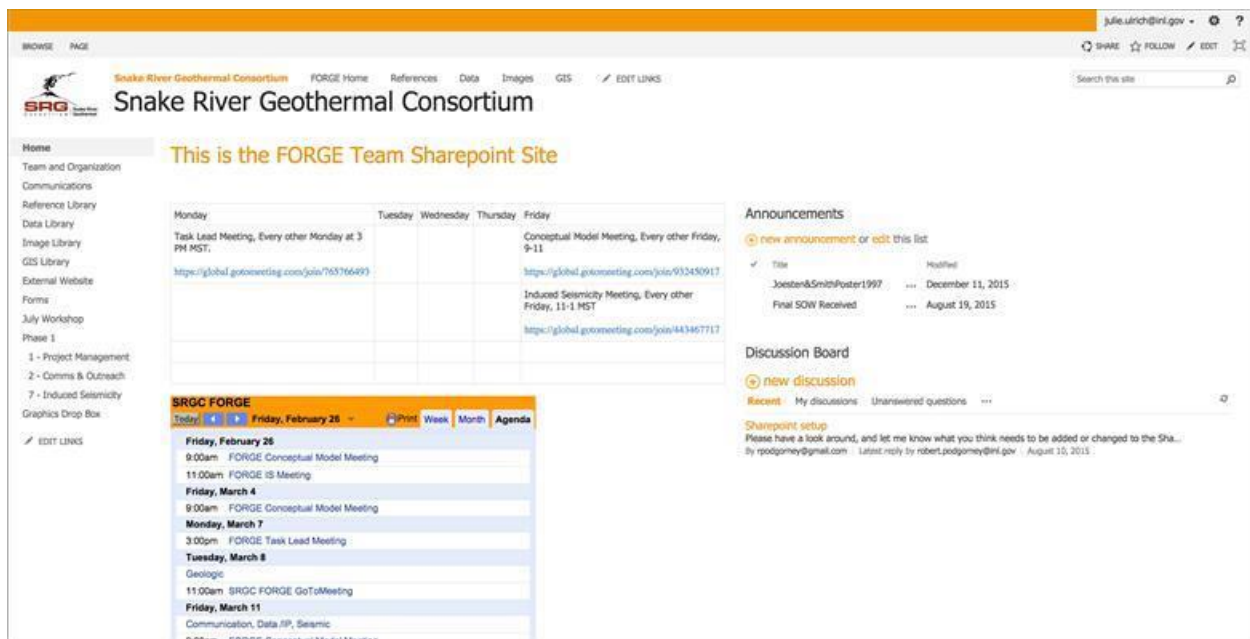


Figure 5. An image of the team SharePoint content management website home page.

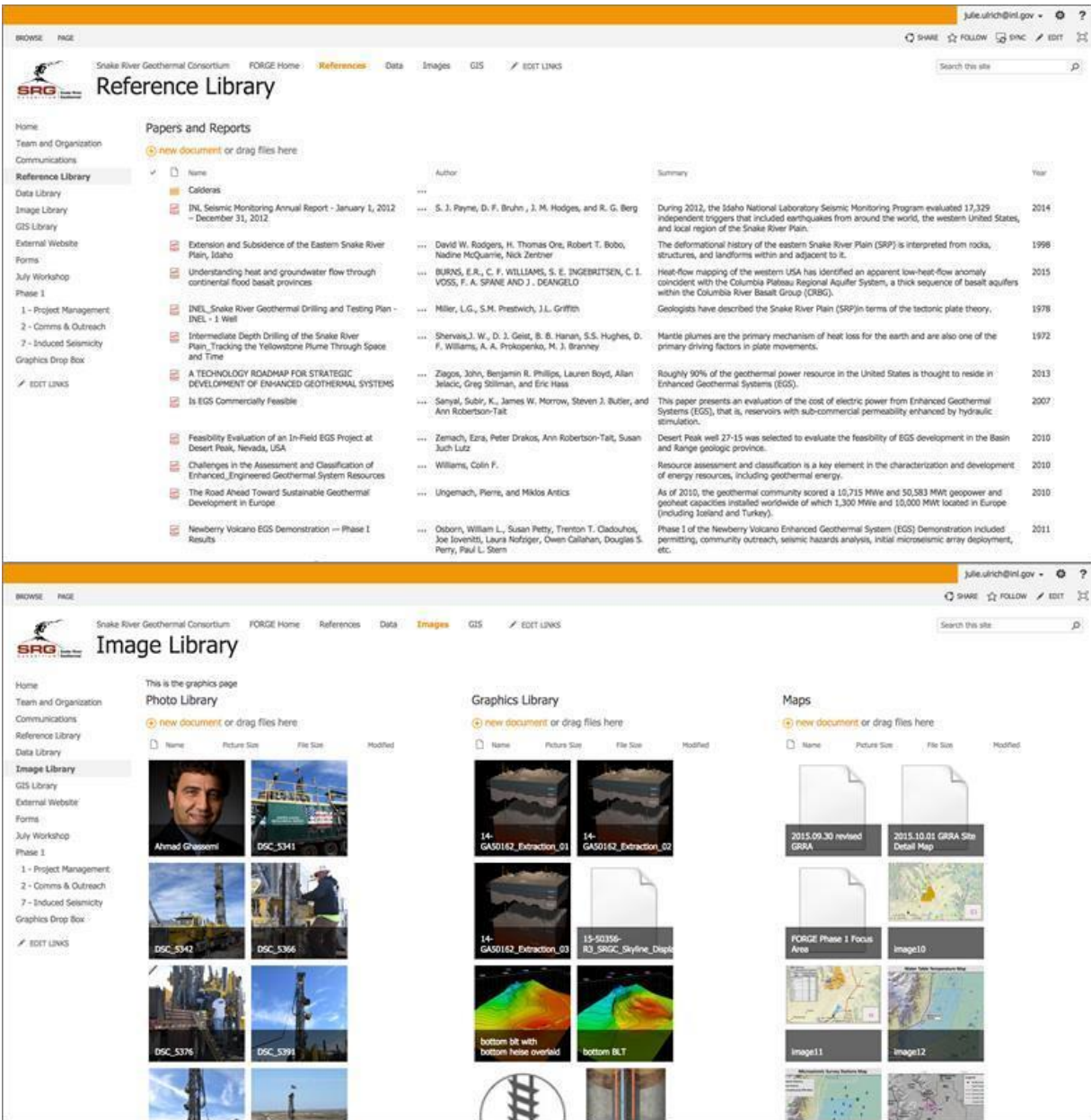


Figure 6. Images of document- and graphics-sharing capabilities on the SRGC SharePoint web portal.

## 2.2 Virtual Meetings

The SRGC has a dedicated GoToMeeting account that allows members to set up their own meetings and collaborate virtually at any time from any location where they have access to a computer, phone, or tablet. This platform allows members to talk via webcam or phone while sharing their screens (Figure 7). We use the platform for numerous regularly recurring meetings. Impromptu meetings can be set up any time. Many sessions are recorded so that members who are unable to participate in the live session can access and review the meeting on their own schedule.

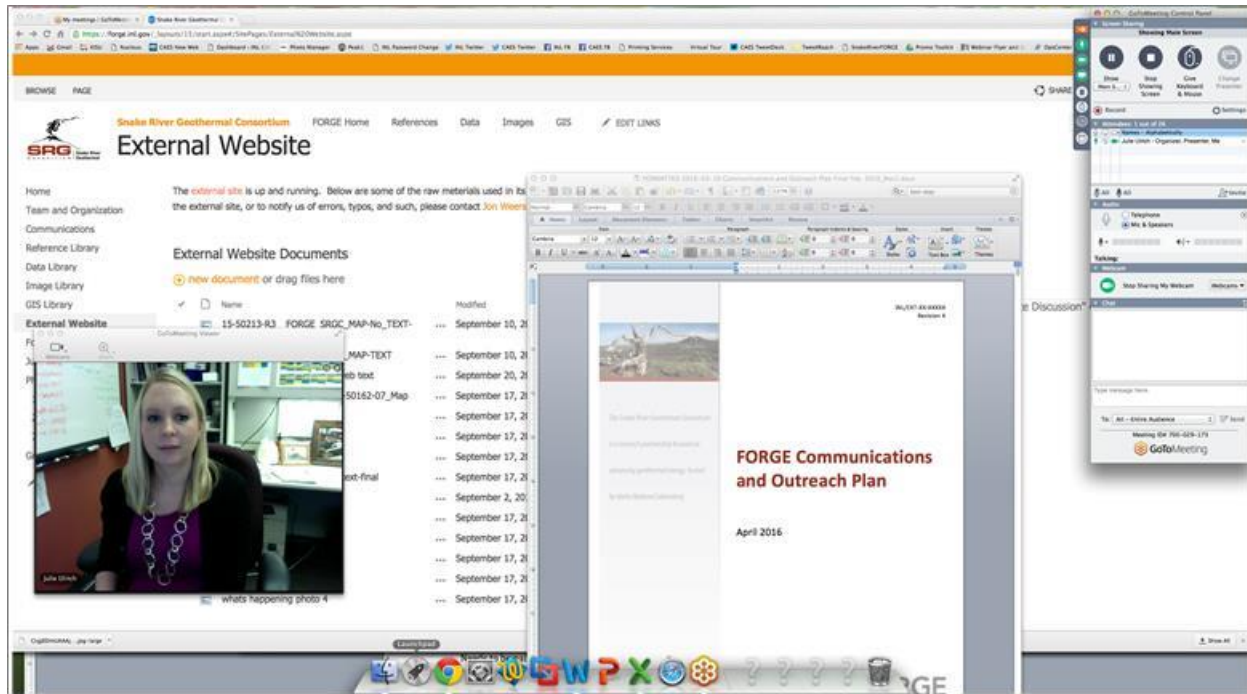


Figure 7. An example of a GoToMeeting screen utilizing webcams and document- and screen-sharing capabilities.

## 2.3 In-Person Visitation Programs

Although the SRGC can successfully collaborate using virtual tools, our members also take advantage of opportunities to meet in person. For instance, many SRGC members cross paths throughout their regular research and conference travel. In February 2016, several team members from throughout the country attended the Stanford Geothermal Workshop and set aside time to meet to discuss the FORGE project in person, and both the 2015 and 2016 Snake River Geothermal Workshops incorporated time for FORGE-specific talks. Other in-person meetings are scheduled on an as-needed basis.

## 2.4 Internal Stakeholder Communications

In addition to communications among SRGC members, tools are in place to keep internal stakeholders, including DOE Headquarters, the DOE Idaho Operations Office (DOE-ID), and INL Site facility representatives, informed about SRGC results and progress. Existing tools include:

- Submitting a Research Performance Progress Report quarterly to the project officer
- Sharing information and updates with GTO, including submitting success stories (as outlined in DOE's FORGE Communication Plan), shareable infographics, videos, and informative articles for publication in DOE's FORGE e-newsletter
- Project manager and principal researcher monthly conference calls with GTO to discuss program progress, general information, and questions or clarifications
- Monthly meetings with the technical representative of DOE-ID, as well as regular status and planning updates to DOE-ID and DOE Office of Nuclear Energy leadership
- Quarterly meetings with the technical representatives of INL Site facilities, as well as additional meetings or notifications as needed.

### 3. EXTERNAL COMMUNICATIONS TOOLS

The SRGC has many external communications tools to assist in engaging and educating stakeholders on topics that include:

- Fundamentals of EGS technology
- Objectives of FORGE
- Planned FORGE activities.

The frequency of use of these tools varies depending on the platform. The tools are described below, and the tactics for using these tools are described in Section 4, Communications Strategies and Tactics.

#### 3.1 External Website

We use our dedicated external website, with the domain name [snakerivergeothermal.org](http://snakerivergeothermal.org), as a tool to disseminate information externally (Figure 8). Viewing it requires no account or authentication. It is fully enabled and adjustable to disseminate a large variety of multimedia products, including web content, videos, audio, and documents.

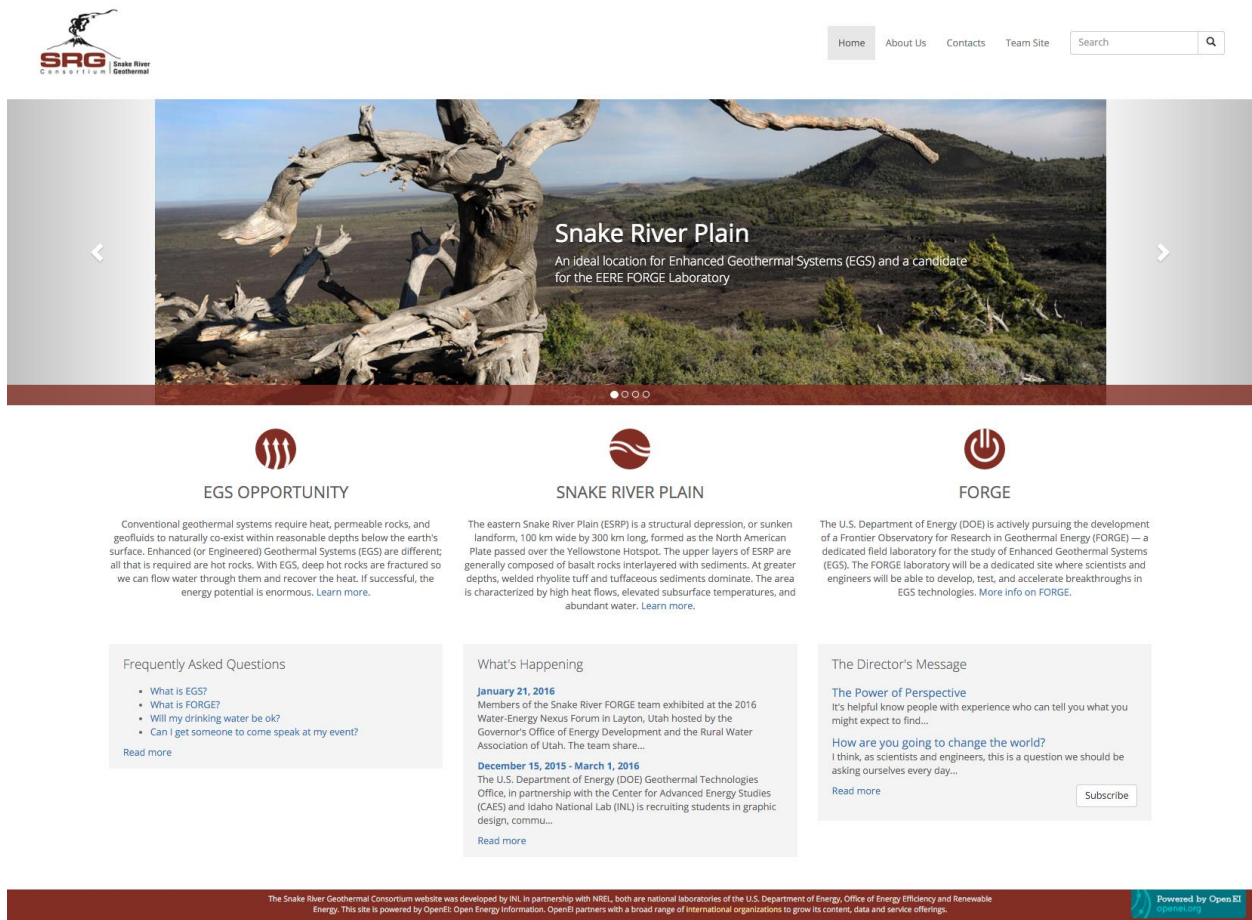


Figure 8. An image of the [snakerivergeothermal.org](http://snakerivergeothermal.org) home page.

The website currently contains frequently asked questions (FAQs), an About Us section with SRGC member information, contact information, a subscribe button for individuals to receive event and information updates via email, a What's Happening section to share program activities, and a director's blog.

In the future, the website will house notifications of upcoming funding opportunity announcements, select SRGC FORGE data sets, and a variety of principal researcher and student resources.

## 3.2 Social Media

Our targeted social media campaign for FORGE began on July 20, 2015. CAES social media accounts are used to manage and post content on behalf of the SRGC. Four platforms are used: Facebook, Twitter, YouTube, and a website blog.

### 3.2.1 Platforms

Our main platforms are as follows:

- CAES (main account)
  - CAES Twitter: @CAESEnergy
  - CAES Facebook: <https://www.facebook.com/CenterforAdvancedEnergyStudies>
- INL retweets or reposts as appropriate
  - INL Twitter: @INL
  - INL Facebook: <https://www.facebook.com/IdahoNationalLaboratory/>
- SRGC member social media accounts
  - Twitter: SRGC members tweet and retweet from individual accounts, as appropriate; existing accounts include @robertpodgorney, @travismcling, and @jonweers
  - Future plans include tweets and Facebook posts from other SRGC institutions; see Appendix E for a list of accounts
  - LinkedIn: SRGC members post from individual LinkedIn accounts, as appropriate; existing accounts include <https://www.linkedin.com/in/robert-podgorney-1492303>, <https://www.linkedin.com/in/jonweers>, <https://www.linkedin.com/in/neil-snyder-41b46750>
- YouTube: <https://www.youtube.com/user/IdahoNationalLab> (INL and CAES share one account; CAES has its own playlist: <https://www.youtube.com/playlist?list=PLX2nBoWRisnXgwRs9wqDwYRZEOq851gn->)
- SRGC webpage blog: <http://snakerivergeothermal.org/blog>
  - Between October 2015 and January 2016, there have been two blog posts.

The SRGC's dedicated hashtag is #SnakeRiverFORGE. It was used 50 times on Twitter and 10 times on Facebook from July 2015 through February 2016. Use is expected to steadily increase as the project develops. See Appendix F for a snapshot report of the hashtag use. Other hashtags used include #FORGE, #geothermal, #energy, #EGS, #cleantech, #climate, and #green.

### 3.2.2 Methodology

Instead of creating new social media accounts for the SRGC, using the established CAES and INL and other SRGC member accounts keeps messaging focused and takes advantage of the thousands of existing followers. This strategy has proven successful with the GTO 2016 Geothermal Design Challenge. Messages are managed through CAES and INL channels and, as of January 2016, had reached 448,658 Twitter users and 717,124 impressions (potential views on Twitter streams). This number is expected to continue to increase. Exposure and impact of that magnitude would not be possible with a new account built from scratch. We will use these same methods for social media outreach during Phase 2. In addition

to using CAES and INL social media channels, we will reach out to third parties (to many of the same organizations as were used in the GTO contest) through direct tweets and email asking them to share messages with their followers in order to reach as wide an audience as possible.

### 3.2.3 Content Creation Timeline

During Phases 2 and 3, we plan to post at least once a week to the CAES Facebook page, once a week to the CAES Twitter, and every 2 months to our website blog. YouTube will be added on an as-needed basis.

Facebook and Twitter posts range from workshop and conference publicity to feature stories, community outreach, and other updates about the SRGC. Blog posts include topics such as “The Power of Perspective: Learning from Geothermal Pioneers” and “How are you going to change the world?” (SRGC, 2015).

See Tables 2 through 4 for suggested topics for upcoming posts.

## 3.3 Public Tours

The main CAES facility, located at 995 University Boulevard in Idaho Falls, Idaho, hosts regular tours for the public, elected officials, researchers, students, and educators. A portion of each tour is dedicated to discussing the FORGE project, what EGS is, and how it can benefit the local community and the world. A technical display on a touch-screen monitor and a poster are used to explain the project. During the DOE announcement period for the five potential FORGE sites at the end of April 2015 through February 2016, 1,132 people on 89 tours visited CAES (Figure 9).

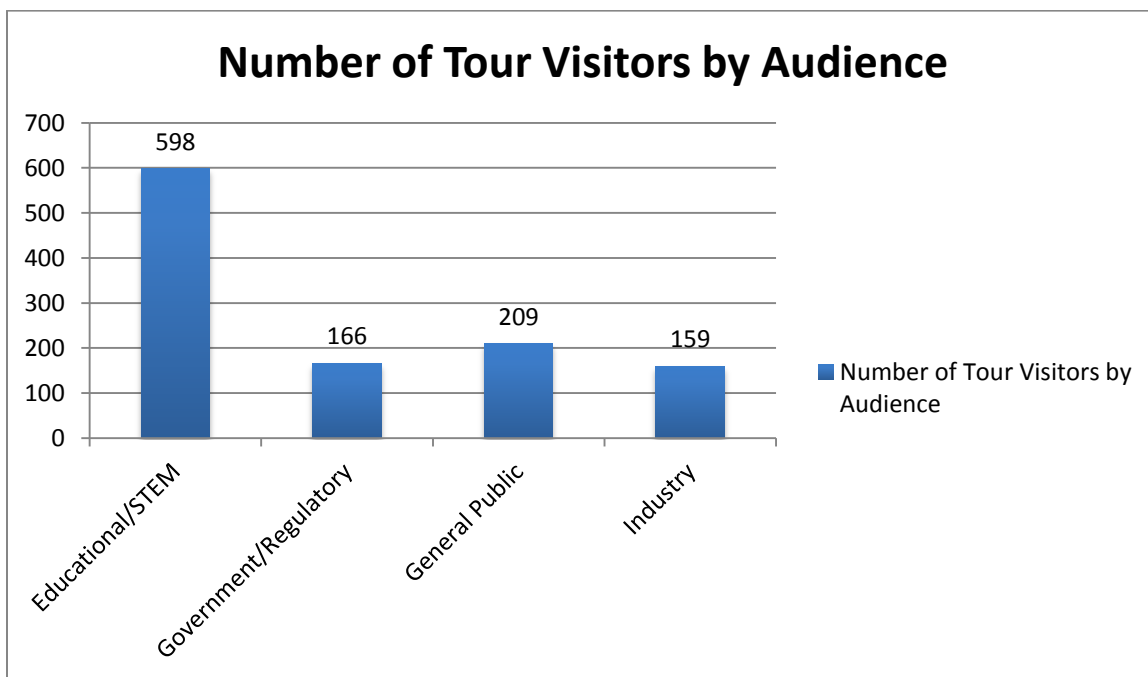


Figure 9. Number of CAES public tours by audience from April 2015 through February 2016.

## 3.4 Educational Outreach

The goal of our educational outreach activities is to educate, inform, and expand the support base for EGS by teaching the fundamentals of EGS technology, communicating FORGE objectives, and explaining how SRGC activities can have a positive impact on the community.



There are three broad audiences for SRGC educational activities: (a) K-12 STEM students and educators, (b) undergraduate and graduate students and postdoctoral fellows, and (c) the general public.

We are using several tools to reach the general public. These include our website, social media, public tours, outreach events, and media outreach. All external communications tools are used to reach students and faculty; however, effectively reaching these academic audiences requires some additional targeted tactics.

We will leverage several existing successful educational outreach programs at SRGC member institutions. The main focus is INL's K-12 STEM and University Partnerships programs with support from the National Renewable Energy Laboratory (NREL) Education Center in Golden, Colorado, and the SRGC university member connections and programs.

INL and CAES have long-established relationships with the educational community and can build EGS and FORGE messaging into existing educational outreach programs with minimal cost. With the guidance of INL's educational outreach professionals, the SRGC will develop hands-on STEM activities and educational presentations designed to target primary, secondary, and higher education faculty and students to educate them about EGS and the FORGE project and research objectives. Plans include hiring teachers under the INL Teaming for Teachers program and hiring high school and undergraduate interns to work together to fine-tune the SRGC educational content and activities for maximum effectiveness.

SRGC member NREL has an Education Center that offers a variety of program topics and experiences addressing renewable energy and energy-efficiency innovations for students in Grades 4 through 12 and college and adult groups. Monthly tours are also offered to give visitors an overview of the sustainable campus and featured buildings.

For K-12 STEM activities, the SRGC will partner with regional primary and secondary schools to educate students and faculty about the STEM behind geothermal energy. We will also use existing INL outreach activities, including Water Awareness Week, Native American STEM Day, High School STEM Career Day, TRiO Upward Bound Math and Science STEM Day, and other events that target disadvantaged youth and students in general. Additionally, we will work with NREL to share FORGE and EGS activities and materials in their Education Center. Adding geothermal activities into existing programs allows us to leverage, with minimal cost, already funded education programs and staff.

For higher education outreach, the SRGC will work with INL's University Partnerships program, NREL's Education Center, and the SRGC university members to connect with university students and teachers. We will leverage existing programs like SRGC member University of Wyoming's Science Posse, which uses graduate students in STEM fields as ambassadors to share science with K-12 students. Working with the Science Posse not only allows the FORGE and EGS message to reach a higher education audience directly, but the college students become the teachers and spread the information to K-12 groups. We will also work through NREL's Education Center to provide FORGE and EGS materials for the center's college programs. In addition, SRGC will offer regional higher education students and teachers in-classroom presentations and invite them to tour CAES (FORGE information is built into the CAES and INL existing tour program) and geothermal sites to learn about geothermal energy and the FORGE site.

For more details, see Section 4, Communications Strategies and Tactics.

### 3.5 Outreach Events

The SRGC uses conferences and other events to share the message about EGS and FORGE. Table 1 presents some of the significant outreach events in the recent past and future. Appendix A has a complete list of meetings with stakeholders, community leaders, government officials, and regulators. These events reach audiences that include technical experts, government officials (including legislatures), and the general public.

As of February 2016, the SRGC had participated in 12 outreach events throughout the world, met with 57 regional and national stakeholders and groups, and shared information about FORGE and EGS with 1,132 people on 89 tours through CAES in Idaho Falls, Idaho, where the SRGC is based. At least 12 events are planned in the coming months. See Appendix B for a detailed listing of presentations and authors.

Table 1. Previous and planned technical and non-technical presentations and outreach events.

Event	Location	Date
Stanford Geothermal Workshop 2015	Palo Alto, CA	January 26, 2015
World Geothermal Conference	Melbourne, Australia	April 20–23, 2015
Snake River Geothermal Workshop	Idaho Falls, ID	July 20–22, 2015
40 <sup>th</sup> GRC Geothermal Resources Council Annual Meeting and 2015 GEA Geothermal Energy Expo	Reno, NV	Sept. 20–23, 2015
10 <sup>th</sup> Annual Renewable Energy Fair	Chena Hot Springs, AK	August 16, 2016
Idaho Joint Finance-Appropriations Committee event	Idaho Falls, ID	October 21, 2015
National Renewable Energy Laboratory Coffee Break Presentation: A Snake River Plain Field Laboratory for Enhanced Geothermal Systems	Golden, CO	January 21, 2016
2016 Water-Energy Nexus Forum	Layton, UT	January 21, 2016
CAES Seminar: Learn about FORGE Team Member Campbell Scientific Instrumentation and Measurement Tools	Idaho Falls, ID	January 26, 2016
CAES Geofluids Seminar: Topographic Stress Controls on Bedrock Weathering Revealed by Geophysical Imaging	Idaho Falls, ID	January 28, 2016
CAES Geofluids Seminar: Some Like it Hot: Mass and Heat Transfer in the Yellowstone Caldera, Wyoming	Idaho Falls, ID	February 18, 2016
Stanford Geothermal Workshop	Stanford, CA	February 22–24, 2016
<i>Planet Jackson Hole</i> Reporter Natosha Hoduski	Idaho Falls, ID	March 1, 2016
GEA <u>US &amp; International Geothermal Showcase</u>	Washington, DC	March 17, 2016
Tedx Talk ( <a href="#">TEDxIdahoFalls</a> )	Idaho Falls, ID	April 2, 2016
Geothermal Energy Presentation to Water Springs Junior High and High School Class	Idaho Falls, ID	April 14, 2016
Idaho Falls Earth Day Booth	Idaho Falls, ID	April 23, 2016
Geothermal Energy Presentation to Idaho Falls High School Power and Energy Class	Idaho Falls, ID	April 28, 2016
SRGC FORGE Presentation to DOE-ID	Idaho Falls, ID	May 18, 2016 (multiple previous meetings)
GEA National Geothermal Summit	Reno, NV	June 7–8, 2016
Open House/EGS Community Event	Idaho Falls, ID	Summer 2016
2 <sup>nd</sup> Snake River Geothermal Workshop: Reservoir Creation in Igneous Rocks	Idaho Falls, ID	August 25–26, 2016
Media SRGC FORGE Site Tour	INL Site, ID	August 2016
GRC Annual Meeting and GEA Geothermal Energy Expo	Sacramento, CA	October 23–26, 2016

So far, the SRGC has received 29 letters of support from cities, counties, and regional economic development organizations throughout the region. Figure 10 shows the cities, counties, and economic development agencies that have submitted letters of support to date. See Appendix G for a detailed list of these letters.

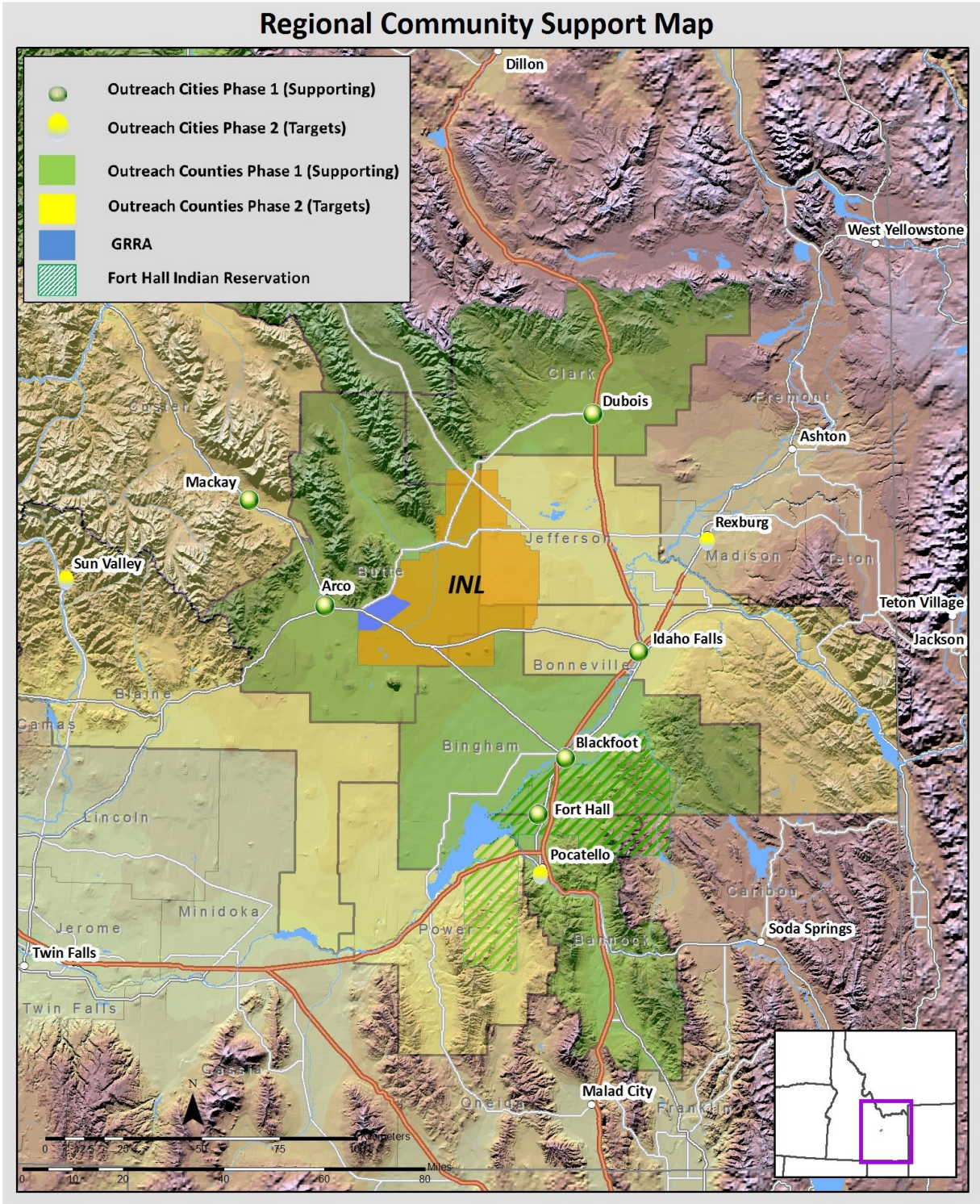


Figure 10. Regional community support map.

### 3.5.1 Targeted Special Interest Group Outreach

To assess public response, beginning as early as 2012, project leadership organized briefings and outreach meetings between various members of the SRGC and key community, regulatory, and government stakeholders, including special interest groups (Appendix A).

Nearly all special interest groups in the region have neutral to positive interactions with INL and stable, ongoing relationships. Only one group, the Snake River Alliance (SRA), which is focused on an antinuclear platform, regularly has negative responses to INL nuclear research. The SRGC met and presented the FORGE initiative to the SRA in March 2015, with no negative response. To date, no individual or group has opposed establishing FORGE at INL. Appendix H is a list of regional special interest groups, their predicted response to establishing the FORGE site, and planned outreach for each group. To continue success, the SRGC plans to proactively target special interest groups. Tactics include:

- Extending invitations to target groups for exclusive site tours to see where the FORGE activity will take place
- Offering to send SRGC FORGE team members to talk with the group and present planned activities
- Providing educational materials explaining the science, and being transparent about possible environmental impacts
- Responding to questions using clear, simple answers, and encouraging ongoing dialogue
- Highlighting the positive impacts on the local and regional communities' economy, including job creation and business growth.

## 3.6 Media Outreach

We will continue to engage members of the media, including newspaper and magazine print reporters, radio shows, blog writers, and reporters in other media. The two main methods for engaging the media are media pitches and the placement of bylined articles.

### 3.6.1 Media Pitches

A media pitch is a way for organizations to reach out to the media and encourage them to cover a specific story or topic area. We plan to leverage existing media connections and techniques available through CAES and INL. Our tactics include:

- News releases (distributed through email media distribution list)
- General social media posts
- Targeted social media posts (direct tweeting or messaging a reporter)
- Direct phone calls
- Direct email.

Targeted reporters are identified in Appendix I. Reporters were selected based on coverage areas and past support. We will narrow the list and begin doing harder, more focused media pitches in Phase 2.

### 3.6.2 Place Bylined Articles

Bylined articles (also known as contributed articles) are content produced and submitted by SRGC members versus content written and produced by a publication's staff writer or a member of the media (Prose Media, 2014). Bylined articles allow us to both advertise (spread the word) and educate on EGS, FORGE, and the SRGC. We plan to produce at least two bylined articles on EGS through Phase 3. Examples of topics are the geographic and other conditions necessary for a productive EGS location. The articles will also touch on the safety of EGS for energy production. The targeted publications include:

- *Power Magazine*
- *Electric Perspectives Magazine* (Edison Electric Institute)

- *The Leading Edge* (Society of Exploration Geophysicists)
- *Geothermal Energy Journal*.

### 3.7 Leveraging SRGC Member Communications Channels

Although INL and CAES are leading the communications and outreach efforts, communicators at other SRGC member institutions are available to initiate or share messaging and aid in implementing this plan through their own channels. Not all member organizations have a dedicated communications lead, but those that do have a lead and have expressed interest in supporting the SRGC are listed in Appendix E. This list is expected to grow as the project progresses.

### 3.8 Multidirectional Communications and Input Gathering

We have many methods to provide information to key audiences and stakeholders, but we will also use various methods to receive input from stakeholders.

Currently, feedback from stakeholders is received through in-person interactions, email, and phone calls. Plans include establishing a general-inquiries phone line, providing and collecting comment cards at larger outreach events, responding on an individual basis, and adding a question/comment feedback form to the [snakerivergeothermal.org](http://snakerivergeothermal.org) external website. Messages submitted via this form will be sent to the SRGC communications lead and then distributed to the appropriate SRGS member.

### 3.9 Communications Materials

A variety of materials are used to ensure SRGC members are conveying consistent messaging when communicating about the FORGE project. These materials include:

- Media toolkits – Existing kits include fact sheets and standard PowerPoint templates. Future toolkits will include a social media post guide, an FAQ document, and op-ed templates.
- Fact sheets – SRGC Overview, FORGE Overview, EGS Overview (see Appendix J).
- PDF books – Snake River Plain geology and geothermal resources.
- Large display for use at events (10 ft high × 8 ft wide).
- Video and still photos of our FORGE team.

## 4. COMMUNICATIONS STRATEGIES AND TACTICS

The following communications strategies and their accompanying tactics are designed to meet the goal and objectives of FORGE by establishing clear guidelines regarding, and expanding the SRGC's current approach to communications with target audiences through all three phases of FORGE. We are implementing the tactics described in this plan in a staggered format that corresponds with the phases of FORGE development. Some tactics are described as ongoing, with no firm start or end dates, and others are purposely open ended so they can be adjusted as future phases of the DOE FORGE selection process continue.

### 4.1 Phase 1 – Defining and Implementing the Plan

In Phase 1, we are focusing on creating and implementing the tools and messaging that will enable the SRGC to educate, inform, and expand the support base for EGS, paving the way for EGS adoption and deployment locally and nationally. The identified tactics will help SRGC to build support, open communication, and foster understanding with target audiences as the SRGC looks ahead to Phases 2 and 3. The tactics presented in Table 2 are designed to build on the work the SRGC has already done to develop its communications and outreach and to allow it to better connect with and educate its primary audiences.

Table 2. Tactics for developing communications outreach during Phase 1.

Activity	Description	Audiences	Timeframe	Status
Attend and Participate in Related Conferences and Workshops	<p>To grow awareness of the FORGE site, representatives will attend and make presentations at upcoming conferences on geothermal technology and related renewable energy topics. The SRGC will exhibit where possible, submit workshop and speaker suggestions, and attend in a formal capacity. SRGC representatives will attend several such events during Phase 1. Among the events are:</p> <ul style="list-style-type: none"> <li>• Water-Energy Nexus Forum, Layton, UT – January 2016</li> <li>• Stanford Geothermal Workshop – February 2016</li> <li>• GEA International Geothermal Energy Showcase – March 2016</li> <li>• GEA National Geothermal Summit – June 2016</li> </ul> <p><i>See full list of events in Appendix B.</i></p>	<p>Industry Government Academia DOE</p>	<p>April 2015–June 2016</p> <p>Ongoing in future phases</p>	Ongoing
Establish Social Media Presence	<p>#SnakeRiverFORGE CAES: @CAESEnergy <a href="https://www.facebook.com/CenterforAdvancedEnergyStudies">https://www.facebook.com/CenterforAdvancedEnergyStudies</a> INL: @INL <a href="https://www.facebook.com/IdahoNationalLaboratory">https://www.facebook.com/IdahoNationalLaboratory</a></p>	External	April–July 2015	Complete
Engage with Reporters/ Media Pitches	<p>Keep track of reporters who cover geothermal energy-related issues, and reach out to them on a regular basis with updates, science facts, and other information (see Appendix I for a list of possible reporters to engage). Sample pitches include:</p> <ul style="list-style-type: none"> <li>• New SRGC Video Explaining EGS – January 2016</li> <li>• TEDxIdahoFalls Talk on EGS – April 2016</li> <li>• Phase 2 Announcement – September 2016</li> </ul>	External – Media	Ongoing, as needed	Ongoing

Table 2. (continued).

Activity	Description	Audiences	Timeframe	Status
Develop SRGC/ Geothermal Energy Toolkit	To ensure the dissemination of accurate and positive information regarding EGS, SRGC will create a toolkit that can be used by SRGC members and independent experts and advisors to increase awareness and support of the INL location for the DOE’s FORGE assignment. The initial toolkit will contain appropriately branded and message-consistent materials, including: <ul style="list-style-type: none"> <li>• Branded PowerPoint presentation</li> <li>• Fact sheets.</li> </ul>	SRGC Members DOE	October 2015	Complete
Create and Launch Team Website	Snakerivergeothermal.org	External	September 2015	Complete
Launch Blog	“The Director’s Message” <a href="http://snakerivergeothermal.org/blog">http://snakerivergeothermal.org/blog</a>	External	September 2015	Complete
Conduct Public and Private Tours	The main CAES facility in Idaho Falls hosts regular tours for the public, elected officials, researchers, students, and educators. A portion of each tour is dedicated to discussing the FORGE project, what EGS is, and how it can benefit the local community and the world.	External and Internal	Ongoing	Ongoing
Finalize Messaging Platform	To create consistent outreach communications, the SRGC will approve and actively promote targeted messaging (see Appendix D) through all of its communications tools. This messaging focuses on educating, informing, and expanding the support base for EGS, paving the way for EGS adoption and deployment locally and nationally.	External and Internal	January 2016	Complete

Table 2. (continued).

Activity	Description	Audiences	Timeframe	Status
Expand Social Media Presence	<p>In addition to the existing SRGC website and blog, the SRGC is leveraging the power of the existing CAES and INL presence on Facebook, Twitter, and YouTube to get the most impact for our messages. The SRGC plans to expand its presence by posting at least once a week on the CAES Facebook page, once a week on CAES Twitter, and every 2 months on the blog.</p> <p>This presence will aid the SRGC in:</p> <ul style="list-style-type: none"> <li>• Providing instant SRGC updates and news</li> <li>• Promoting understanding of the geothermal energy process</li> <li>• Sharing related outside content</li> <li>• Building awareness among pertinent stakeholders</li> <li>• Receiving feedback and engaging in public discussions on the FORGE proposal and geothermal energy</li> <li>• Developing a schedule for social media posts and hashtags</li> <li>• Reaching out to third-party organizations via direct tweets and emails to ask them to help share messages.</li> </ul> <p>Sample post topics are:</p> <ul style="list-style-type: none"> <li>• January 2016 <ul style="list-style-type: none"> <li>- New SRGC FORGE video available</li> <li>- Geothermal energy workshop (January 28, 2016)</li> </ul> </li> <li>• February 2016 <ul style="list-style-type: none"> <li>- Stanford Geothermal Workshop (February 22–26, 2016)</li> </ul> </li> <li>• March 2016 <ul style="list-style-type: none"> <li>- U.S. and International Geothermal Showcase (March 17, 2016).</li> </ul> </li> </ul>	External	<p>January–September 2016</p> <p>Continues through Phase 3 and beyond</p>	Ongoing



Table 2. (continued).

Activity	Description	Audiences	Timeframe	Status
Update SRGC/ Geothermal Energy Toolkit	To ensure the dissemination of accurate and positive information regarding EGS, SRGC will create a toolkit that can be used by SRGC members and independent experts and advisors to increase awareness and support of the INL location for the DOE’s FORGE assignment. Additional materials for the updated toolkit include: <ul style="list-style-type: none"> <li>• FAQ document</li> <li>• Letter of support template</li> <li>• Geothermal energy booklet.</li> </ul>	SRGC Members DOE	May–December 2016	In progress
Develop a Reporters’ Guide	The guide will include a background document on the SRGC, an outline of what the FORGE designation would mean for INL and the local community, important geothermal energy issues, and key spokespeople or experts.	External – Media	April–May 2016	In progress
Develop SRGC Subscriber e-Newsletter	The SRGC will complete the development of a monthly e-newsletter that will provide the latest updates on the FORGE site, activities (such as community meetings and education outreach), facts about geothermal energy, and other pertinent information. Recipients of the e-newsletter can be pulled from the existing subscribe website function, as well as other contact lists built from stakeholder and public meetings. This e-newsletter will: <ul style="list-style-type: none"> <li>• Provide regular updates to stakeholders/audiences</li> <li>• Offer education on geothermal issue</li> <li>• Promote local successes</li> <li>• Develop awareness of the FORGE site.</li> </ul>	External	July–August 2016  Will launch e-newsletter in Phase 2	In progress
Monitor Social Media	SRGC will keep track of all social media activity related to output, engagement, responses, and any other related actions. These actions will be analyzed and compiled into a regular report that will be used to improve outreach and increase engagement with social media users.	SRGC Members	Monthly	Ongoing

Table 2. (continued).

Activity	Description	Audiences	Timeframe	Status
Develop and Conduct Educational Presentations	<p>In addition to standard community outreach, with the guidance of INL’s and SRGC member educational outreach professionals, the SRGC will develop hands-on STEM activities and educational presentations to educate faculty and students about EGS and the FORGE project.</p> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Leveraging existing INL outreach activities, including: <ul style="list-style-type: none"> <li>- Water Awareness Week (for 8<sup>th</sup> grade students in May 2016 and for 4<sup>th</sup> grade students in fall 2016)</li> <li>- TRiO Upward Bound Math Science STEM Day (yearly in April and September).</li> </ul> </li> <li>• Developing a set of classroom activities tailored to K-4, 5-8, 9-12, and higher education that can be taken into the classroom or shared with students and teachers on field trips to CAES and INL.</li> <li>• Deploying the K-12 STEM team to run in-school demonstrations, family science nights, and science camps.</li> <li>• Sponsoring student field trips CAES and/or geothermal sites to talk about both the nature of the FORGE site and how it can be harnessed to create electricity.</li> <li>• Utilizing SRGC university team members to connect with university students and teachers.</li> <li>• Leveraging existing programs like SRGC member University of Wyoming’s Science Posse, which uses graduate students in STEM fields as ambassadors. Working with the Science Posse not only allows the FORGE and EGS message to reach a higher education audience directly, but the college students become the teachers and spread the information to K-12 groups.</li> <li>• Leveraging NREL’s Education Center to reach Grades 4 through 12, college students, and adults.</li> </ul>	External – Academia and General Public	April–September 2016	In progress

Table 2. (continued).

Activity	Description	Audiences	Timeframe	Status
Develop Media Pieces	<p>To better leverage social media and to improve education and information growth opportunities, the SRGC will develop additional media pieces that can be posted on the website, promoted through social media, and shared in presentations and at public events. These media items will include:</p> <ul style="list-style-type: none"> <li>• A Kinetic Type Video (animated drawing) – This short (60-second) infographic-type video will allow the SRGC to explain the safe process of geothermal energy production at the FORGE site (one video).</li> <li>• Mini Infographics – Like the kinetic type video, these infographics will be designed to provide an easy-to-understand and graphic explanation of the benefits of geothermal energy. They are ideal for sharing on social media (one to two for each phase).               <ul style="list-style-type: none"> <li>- Leverage student designs from CAES and INL-led Geothermal Design Challenge competition. High school and college students submit infographics explaining geothermal energy (materials available August 1).</li> </ul> </li> <li>• Expert Commentary Videos – These short videos (less than 1 minute) will feature experts on geothermal energy talking about the benefits of the FORGE site and the safety of the process. The videos will be posted on the SRGC website and can also be shared via social media (one a month).</li> </ul>	External	<p>Kinetic Type Video – Begin to develop June 2016</p> <p>Mini Infographics – July 2016</p> <p>Expert Videos – Monthly beginning fall 2016</p> <p>Community Testimonials – Monthly beginning fall 2016</p> <p>Blog Posts – One every 2 months</p>	In progress

Table 2. (continued).

Activity	Description	Audiences	Timeframe	Status
	<ul style="list-style-type: none"> <li>Community Testimonials – By reaching out to supporters in the local community, the SRGC can collect testimonials that can be posted on the SRGC website and incorporated into shareable photos for social media (one a month).</li> <li>Blog Posts – Utilizing the SRGC’s existing blog, the SRGC will develop and post at least one blog post every 2 months. These can cover recent events, information and education, presentations, media pieces (such as the kinetic type video), question and answer (Q&amp;A) pieces with community supporters, and other related topics.</li> </ul>			
Regularly Send EGS Support Items to DOE	The SRGC will engage with DOE to expand information on EGS and the benefits of the FORGE site. In addition to submitting the success stories (as outlined in the DOE’s FORGE Communication Plan), SRGC can also provide shareable infographics, videos, and informative articles for publication in the DOE’s FORGE e-newsletter.	Internal – DOE	Ongoing as pieces are developed	Ongoing
Update Team Website	Provide regular maintenance, What’s Happening Events, and blog posts.	External	Monthly	Ongoing
Engage with Members of the Community and Attend Community Meetings	These meetings allow community members to meet and learn from the SRGC’s experts and advisors, helping the community to better understand the impact of a local EGS site. Through these meetings, the SRGC will gain insight into community concerns and questions.	External	Ongoing	Ongoing

## 4.2 Phase 2 – Continuing Engagement and Expanding the Reach

Upon selection of INL as a Phase 2 candidate site, it is vital to continue engaging key audiences about the FORGE project to ensure continued support and interest from stakeholders. The tactics in Table 3 will build on the outreach foundation constructed in Phase 1 to strengthen awareness and support for the SRGC by the primary audiences.

Table 3. Tactics for strengthening awareness and support of the FORGE site during Phase 2.

Activity	Description	Audiences	Timeframe	Status
Outreach to Media	The SRGC will promote its selection by DOE to Phase 2 by distributing a press release to local, trade, and pertinent national media; promoting the news on SRGC social media accounts; and highlighting the announcement in the monthly e-newsletter.	External – Media	Start of Phase 2 (~September 2016)	Not started
Create Website News Page	The SRGC website will be upgraded to include a news page to give reporters and other media professionals a one-stop shop for the latest news, press releases, links to publications, live feeds of the social media outlets, and a reporters’ guide.	External – Media	September–October 2016	In progress
Update Reporters’ Guide	The SRGC will continue to update the reporters’ guide to provide the most recent developments in the FORGE siting and the development of geothermal energy.	DOE Local Communities	September–October 2016	Not started
Update SRGC/ Geothermal Energy Toolkit	Based on SRGC being selected for Phase 2 and other developments in EGS technology, the materials in the toolkit for SRGC members and independent experts and advisors will be improved and updated to meet current needs and understanding. New materials will also be added: <ul style="list-style-type: none"> <li>• Op-ed/letter-to-the-editor template</li> <li>• Social media toolkit with sample posts.</li> </ul>	Internal	September–October 2016	In progress
Create SRGC Social Media Toolkit	Create social media toolkit instructions and copy for use by entire SRGC. The toolkit will include: <ul style="list-style-type: none"> <li>• Schedule of planned post topics</li> <li>• Prewritten sample posts with supporting graphics that can be copied and pasted into the SRGC member’s own social media accounts.</li> </ul>	SRGC Members and Communicators	September 2016	In progress
Monitor Social Media	The SRGC will keep track of all social media activity related to output, engagement, and responses. Such activity will be analyzed and compiled into a regular report that will be used to improve outreach and increase engagement with social media users.	Internal	Monthly	Ongoing

Table 3. (continued).

Activity	Description	Audiences	Timeframe	Status
<p>Conduct Educational Presentations</p>	<p>In addition to standard community outreach and with guidance from INL and SRGC member educational outreach professionals, the SRGC will develop hands-on STEM activities and educational presentations to educate faculty and students about EGS and the FORGE project. Activities include:</p> <ul style="list-style-type: none"> <li>• Leveraging existing INL outreach events, including:               <ul style="list-style-type: none"> <li>- Water Awareness Week (for 8<sup>th</sup> grade students in May 2016 and for 4<sup>th</sup> grade students in fall 2016)</li> <li>- Native American STEM Exploration Day (yearly in July)</li> <li>- TRiO Upward Bound Math Science STEM Day (yearly in April and September).</li> </ul> </li> <li>• Developing a set of classroom activities tailored to K-4, 5-8, 9-12, and higher education that can be taken into the classroom or shared with students and teachers on field trips to CAES and INL.</li> <li>• Deploying the K-12 STEM team to run in-school demonstrations, family science nights, and science camps.</li> <li>• Hiring two to three teachers under the existing INL Teaming for Teachers program to help fine-tune the educational content and activities (summer 2017).</li> <li>• Hiring high school and undergraduate interns to work with teachers and the K-12 STEM team on effective educational content and activities (summer 2017).</li> <li>• Sponsoring student field trips to CAES and/or geothermal sites to talk about both the nature of the site and how it can be harnessed to create electricity.</li> <li>• Utilizing SRGC university team members to connect with university students and teachers.</li> </ul>	<p>External – Academia and General Public</p>	<p>September 2016 through Phase 2</p>	<p>Ongoing</p>

Table 3. (continued).

Activity	Description	Audiences	Timeframe	Status
	<ul style="list-style-type: none"> <li>Leveraging existing programs like SRGC member University of Wyoming’s Science Posse, which uses graduate students in STEM fields as ambassadors. Working with the Science Posse not only allows the FORGE and EGS message to reach a higher education audience directly, but the college students become the teachers and spread the information to K-12 groups.</li> <li>Leveraging NREL’s Education Center to reach Grades 4 through 12, college students, and adults.</li> </ul>			
Attend and Participate in Related Conferences and Workshops	<p>To continue growing awareness of the FORGE site, representatives will attend and make presentations at upcoming conferences on geothermal technology and related renewable energy topics. SRGC will exhibit where possible, submit workshop and speaker suggestions, and attend in a formal capacity. Attend two to three events during Phase 2. Among the upcoming events are:</p> <ul style="list-style-type: none"> <li>GRC Annual Meeting and GEA Geothermal Energy Expo – October 2016</li> <li>10<sup>th</sup> Annual Renewable Energy Summit – spring 2017</li> <li>GEA International Geothermal Energy Showcase – spring 2017</li> <li>GEA National Geothermal Summit – summer 2017.</li> </ul>	Industry Government Academia DOE	October 2016– Summer 2017  Ongoing in Phase 3	Not started
Engage with Reporters/ Media Pitches	SRGC will continue to reach out to reporters who cover geothermal energy-related issues with regular updates, science facts, and other information (see Appendix I for a list of possible reporters to engage).	External – Media	Ongoing, as needed	Ongoing



Table 3. (continued).

Activity	Description	Audiences	Timeframe	Status
Launch SRGC Subscriber e-Newsletter	<p>SRGC will continue to provide engaged audiences with updates and news and will continue to build stakeholder support for the FORGE site through a monthly e-newsletter. This e-newsletter will:</p> <ul style="list-style-type: none"> <li>• Provide regular updates to stakeholders/audiences</li> <li>• Offer education on EGS</li> <li>• Promote local successes</li> <li>• Increase awareness of the FORGE site.</li> </ul>	External	Ongoing	
Produce SRGC Success Stories	<p>In accordance with the DOE’s communications outlines, the SRGC will develop at least one success story and submit it to DOE during Phase 2. The success stories will also be included in the SRGC FORGE e-newsletter, social media posts, and other related outreach pieces. The success story will be based on one of the following:</p> <ul style="list-style-type: none"> <li>• Community meetings</li> <li>• Special events, such as an EGS Day</li> <li>• Education presentations at local schools.</li> </ul>	Internal – DOE External	October 2016– March 2019, as needed	Ongoing
Promote the FORGE Site on Social Media	<p>The SRGC will continue to promote the FORGE site and the benefits of EGS development on its social media outlets. The SRGC will use social media to:</p> <ul style="list-style-type: none"> <li>• Provide instant SRGC updates and news</li> <li>• Promote understanding of geothermal energy processes</li> <li>• Share related outside content</li> <li>• Disseminate select FORGE data sets</li> <li>• Build awareness among pertinent stakeholders</li> <li>• Receive feedback and engage in public discussions on the FORGE proposal and geothermal energy</li> <li>• Contact target third-party organizations, and ask them to help share messages.</li> </ul>	External	<p>October 2016– March 2019</p> <p>Will Continue into Phase 3 and Beyond</p>	Ongoing

Table 3. (continued).

Activity	Description	Audiences	Timeframe	Status
Develop Media Pieces	<p>To leverage social media and to improve education and information growth opportunities, the SRGC will continue to develop media pieces that can be posted on the website, promoted through social media, and shared in presentations and at public events. These media items should include:</p> <ul style="list-style-type: none"> <li>• Mini Infographics – These infographics will be designed to provide an easy-to-understand and graphic explanation of the benefits of geothermal energy. They are ideal for sharing on social media (one to two for Phase 2).</li> <li>• Expert Commentary Videos – These short videos (less than 1 minute) will feature experts on geothermal energy talking about the benefits of the FORGE site and the safety of the process. The videos will be posted on the website and can also be shared via social media (one a month).</li> <li>• Community Testimonials – By reaching out to supporters in the local community, the SRGC can collect testimonials that can be posted on the website and incorporated into shareable photographs for social media (one a month).</li> <li>• Blog Posts – Utilizing SRGC’s existing blog, we will develop and post one blog post a month. These can cover recent events, information and education, presentations, media pieces, Q&amp;A pieces with community supporters, and other related topics.</li> </ul>	External	<p>Ongoing through Phase 2</p> <p>Mini Infographics – Fall 2016</p> <p>Expert Videos – Monthly</p> <p>Community Testimonials – Monthly</p> <p>Blog Posts – One a Month</p>	Ongoing
Send EGS Support Items to DOE	The SRGC will send DOE information detailing the unique benefits and accomplishments of the FORGE facility at the INL Site. This will include success stories, shareable infographics, videos, and informative articles for publication in the DOE’s FORGE e-newsletter.	Internal – DOE	Ongoing as Pieces are Developed	Ongoing

Table 3. (continued).

Activity	Description	Audiences	Timeframe	Status
Hold Public Meetings	The SRGC will hold one to three public meetings in the local community through Phase 2. These meetings allow community members to meet and learn from the SRGC’s experts and advisors, helping them to better understand the impact of an EGS site in their community. The meetings will include displays, a presentation, and a Q&A session.	External – General Public	One to Three throughout Phase 2	Ongoing
Place Bylined Articles	<p>The SRGC will produce two informational articles on EGS, such as the geographic and other conditions necessary for a productive EGS location. The articles will also touch on the safety of EGSs for energy production. The targeted publications include:</p> <ul style="list-style-type: none"> <li>• <i>Power Magazine</i></li> <li>• <i>Electric Perspectives Magazine</i> (Edison Electric Institute)</li> <li>• <i>The Leading Edge</i> (Society of Exploration Geophysicists)</li> <li>• <i>Geothermal Energy Journal</i></li> <li>• <i>Science Magazine</i></li> <li>• <i>Daily Energy News</i> (Edison Electric Institute)</li> <li>• <i>Economic Geology</i></li> <li>• <i>AAPG Bulletin</i></li> <li>• <i>Renewable Energy Magazine</i></li> <li>• <i>Earth Magazine</i></li> <li>• <i>GRC Bulletin.</i></li> </ul>	External	Two during Phase 2	Not started

### 4.3 Phase 3 – Establishing the FORGE Site and Growing the Base

In Phase 3, the FORGE site will become operational. During this phase, we will solidify our long-term communications strategy, which will be built on the outreach and work completed in the first two phases. We will continue to stay engaged with key external audiences, while sharing ongoing progress and news with internal audiences. We will also expand the reach of our messaging to international audiences by reaching out to international team members and contacts to spread messaging through their channels.

The tactics in Table 4 establish the SRGC’s permanent communications outreach strategy and cement its relationship with the target audiences, including expanding message reach to international audiences.

Table 4. SRGC’s permanent communications outreach strategy.

Activity	Description	Audiences	Timeframe	Status
Hold Onsite Announcement/Tours	<p>Hold an onsite press conference/welcome event to announce the selection of a location for the FORGE site. Include DOE officials, possibly the Energy Secretary, as well as local stakeholders and SRGC members. In addition, provide media and other stakeholders an opportunity to learn about the selection. This activity will increase outside awareness of the project and assuage concerns through the transparent nature of the process. The event will include:</p> <ul style="list-style-type: none"> <li>• Announcement press conference with media Q&amp;A</li> <li>• EGS poster and demonstration displays</li> <li>• Expert presentations with a Q&amp;A session</li> <li>• Tour of the site.</li> </ul>	External and Internal	Coincide with Announcement of Phase 3	Not started
Create and Launch Website Project Updates Section	Monthly updates on FORGE project progress will be posted on the <a href="http://snakerivergeothermal.org">snakerivergeothermal.org</a> website.	External	Phase 3	Not started
Use Advertising to Announce Selection of the Site	<p>To gain political support for the decision, the SRGC will take out advertisements both locally and in a Washington, D.C., policy publication to announce the selection. The advertisements will focus on the ideal choice of the FORGE site at INL and the tremendous benefits of geothermal energy. Possible targets for the advertisement are:</p> <ul style="list-style-type: none"> <li>• Washington <ul style="list-style-type: none"> <li>- <i>The Hill</i></li> <li>- <i>Congressional Quarterly</i></li> <li>- <i>Politico</i></li> </ul> </li> <li>• Idaho <ul style="list-style-type: none"> <li>- <i>Post Register (Idaho Falls)</i></li> <li>- <i>Idaho State Journal (Pocatello)</i></li> <li>- <i>Idaho Statesman (Boise)</i></li> </ul> </li> </ul>	External – Government	Coincide with Announcement of Phase 3	Not started

Table 4. (continued).

Activity	Description	Audiences	Timeframe	Status
Update Reporters' Guide	The SRGC will continue to update the reporters' guide to provide the most recent developments in the FORGE siting and the development of geothermal energy.	External – Media	Start of Phase 3	Ongoing
Update SRGC/ Geothermal Energy Toolkit	Based on the SRGC's selection as the home of the FORGE site, the materials in the toolkit for SRGC members and independent experts and advisors will be updated to meet current needs and understanding.	External and Internal	Start of Phase 3	Ongoing
Outreach to Media	The SRGC will promote its selection as DOE's choice for the FORGE site by distributing a press release to local, trade, and pertinent national media; posting the news on its social media accounts; and highlighting the announcement in the monthly e-newsletter.	External	Start of Phase 3	Ongoing
Promote the SRGC FORGE Site on Social Media	The SRGC will provide news and regular updates on the FORGE site and the benefits of EGS development on its social media outlets. The SRGC will use social media to: <ul style="list-style-type: none"> <li>• Provide instant SRGC updates and news</li> <li>• Promote understanding of geothermal energy process</li> <li>• Share related outside content</li> <li>• Disseminate select FORGE data sets</li> <li>• Build awareness among pertinent stakeholders</li> <li>• Receive feedback and engage in public discussions on the FORGE site and geothermal energy</li> <li>• Reach out to third-party organizations via direct tweets and emails to ask them to help share messages, and expand outreach to target international audiences.</li> </ul>	External	Start of Phase 3 – Ongoing	Ongoing

Table 4. (continued).

Activity	Description	Audiences	Timeframe	Status
Attend and Participate in Related Conferences and Workshops	<p>Establish the FORGE site as a leader in geothermal energy technology by attending and making presentations at upcoming conferences on geothermal technology and related renewable energy topics. The SRGC will exhibit where possible, submit workshop and speaker suggestions (including keynote roles), and attend in a formal capacity. Attend all if possible. Among the recommended events are:</p> <ul style="list-style-type: none"> <li>• GEA National Geothermal Summit – summer 2017</li> <li>• GRC Annual Meeting and GEA Geothermal Energy Expo – to be determined (TBD)</li> <li>• Annual Renewable Energy Summit – TBD</li> <li>• GEA International Geothermal Energy Showcase - TBD.</li> </ul>	External – Industry, Academia, Media, Government	Summer 2018 – Ongoing	Ongoing
Engage with Reporters	The SRGC will continue to reach out to reporters who cover geothermal energy-related issues with regular updates, science facts, and other information (see Appendix I for a list of possible reporters to engage).	External - Media	Ongoing	Ongoing
Maintain SRGC Subscriber e-Newsletter	<p>The SRGC will provide engaged audiences with updates and news and will continue to build stakeholder support for the FORGE facility through a monthly e-newsletter. This e-newsletter will:</p> <ul style="list-style-type: none"> <li>• Provide regular updates to stakeholders/audiences</li> <li>• Offer education on EGS</li> <li>• Promote local successes</li> <li>• Develop awareness of the FORGE site.</li> </ul>	External	Monthly, ongoing	Ongoing

Table 4. (continued).

Activity	Description	Audiences	Timeframe	Status
Produce SRGC Success Stories	<p>As DOE’s partner on the FORGE site, the SRGC will continue to provide the DOE with success stories through the development of the site and once it is operational. This will help the DOE continue to grow support for the use of geothermal energy through the success of the site. This will include success stories, shareable infographics, videos, and informative articles for publication in the DOE’s e-newsletter. The successes will be based on:</p> <ul style="list-style-type: none"> <li>• Community meetings</li> <li>• Special events, such as an EGS Day</li> <li>• Education presentations at local schools.</li> </ul>	Internal – DOE	Ongoing as Pieces are Developed	Ongoing
Develop Media Pieces	<p>To leverage social media and to improve education and information growth opportunities, the SRGC will continue to develop media pieces that can be posted on the SRGC website, promoted through social media, and shared in presentations and at public events. These media items should include:</p> <ul style="list-style-type: none"> <li>• Mini Infographics – These infographics will be designed to provide updates on the success of the FORGE site during its development (one to two per year).</li> <li>• Expert Commentary Videos – These short videos (less than 1 minute) will feature experts on geothermal energy talking about the benefits of the FORGE site and the safety of the process. In this phase, the videos should provide updates on the development of the site. They will be posted on the website and can also be shared via social media (one to two per year).</li> <li>• Blog Posts – Utilizing SRGC’s existing blog, we will develop and post one blog post per month. These can cover recent events, information and education, presentations, media pieces, Q&amp;A pieces with community supporters, and other related topics.</li> </ul>	External	<p>Ongoing, as needed</p> <p>Expert Videos – Twice Annually</p> <p>Blog Posts – One a Month</p>	Ongoing



Table 4. (continued).

Activity	Description	Audiences	Timeframe	Status
Monitor Social Media	The SRGC will keep track of all social media activity related to output, engagement, and responses. These actions will be analyzed and compiled into a regular report that will be used to improve outreach and increase engagement with social media users.	Internal	Monthly	Ongoing
Provide Educational Presentations	<p>In addition to standard community outreach and with the guidance of INL’s and SRGC member educational outreach professionals, the SRGC will develop hands-on STEM activities and educational presentations to educate faculty and students about EGS and the FORGE project. Activities include:</p> <ul style="list-style-type: none"> <li>• Leveraging existing INL outreach events, including: <ul style="list-style-type: none"> <li>- Water Awareness Week (for 8<sup>th</sup> grade students yearly in May and for 4<sup>th</sup> grade students in yearly in the fall)</li> <li>- Native American STEM Exploration Day (yearly in July)</li> <li>- High School STEM Career Day (yearly in December)</li> <li>- TRiO Upward Bound Math Science STEM Day (yearly in April and September).</li> </ul> </li> <li>• Developing a set of classroom activities tailored to K-4, 5-8, 9-12, and higher education that can be taken into the classroom or shared with students and teachers on field trips to CAES and INL.</li> <li>• Deploying the K-12 STEM team to run in-school demonstrations, family science nights, and science camps.</li> </ul>	External – Academia	Ongoing	Ongoing

Table 4. (continued).

Activity	Description	Audiences	Timeframe	Status
	<ul style="list-style-type: none"> <li>• Hiring two to three teachers under the existing INL Teaming for Teachers program to help fine-tune the educational content and activities (yearly in the summer).</li> <li>• Hiring high school and undergraduate interns to work with teachers and the K-12 STEM team on effective educational content and activities (yearly in the summer).</li> <li>• Sponsoring student field trips to CAES and/or geothermal sites to talk about both the nature of the site and how it can be harnessed to create electricity.</li> <li>• Utilizing SRGC university members to connect with university students and teachers.</li> <li>• Leveraging existing programs like SRGC member University of Wyoming’s Science Posse, which uses graduate students in STEM fields as ambassadors. Working with the Science Posse not only allows the FORGE and EGS message to reach a higher education audience directly, but the college students become the teachers and spread the information to K-12 groups.</li> <li>• Leveraging NREL’s Education Center to reach Grades 4 through 12, college students, and adults.</li> </ul>			

## 4.4 Implementation Schedule

The schedule provided in Table 5 is based on a start date in April 2015, with the beginning of Phase 2A starting in the fall of 2016, Phase 2B starting in March 2017, Phase 2C starting in the summer of 2018, and Phase 3 starting in the spring of 2019. These are not designed as firm dates, because most key tasks are scheduled to happen either at the launch of a phase or are ongoing through all of the phases.

More specific details are provided in Tables 2 through 4. This design allows for flexibility regarding the DOE's own yet-to-be-solidified timeline.

Table 5. Implementation schedule (diamonds indicate when events occurred or products were created).

Scheduled Tasks	CY 2015											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Attend & Participate in Geothermal Conferences & Expos		4-1-15/12-31-15										
Establish Social Media Presence		4-1-15/7-31-15										
Engage with Reporters/Media Pitches			◆ 4-1-15/12-31-15					◆				◆
Develop SRGC Toolkit, Provide to SRGC Members								10-1-15/10-31-15				
Create & Launch Team Website							9-1-15/9-30-15					
Launch Blog							9-1-15/9-30-15					
Public Tours		4-1-15/12-31-15										

Scheduled Tasks	CY 2016											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Attend & Participate in Geothermal Conferences & Expos	1-1-16/12-31-16											
Expand Social Media Presence	1-1-16/12-31-16											
Engage with Reporters/Media Pitches	◆ 1-1-16		◆ 3-1-16/3-31-16				9-1-16/10-31-16					
Update SRGC Toolkit			5-1-16/12-31-16									
Create Website News Page							9-1-16/10-31-16					
Finalize Messaging Platform	1-1-16/3-31-16											
Develop Reporters' Guide		4-1-16/6-30-16										
Develop & Launch SRGC e-Newsletter					7-1-16/10-31-16							
Update Reporters' Guide							9-1-16/10-31-16					
Update SRGC Website	1-1-16/12-31-16											
Produce Success Stories & Send SRGC News & Media to DOE GTO	1-1-16/12-31-16											
Conduct Educational Presentations	1-1-16/12-31-16											
Monitor Social Media	1-1-16/12-31-16											
Develop Media Pieces		4-1-16/6-30-16										
Engage with Community Members	1-1-16/12-31-16											
Place Bylined Articles	◆ 1-1-16/2-29-16			◆ 4-1-16/4-30-16			9-1-16/9-30-16					
Hold Public Meetings	1-1-16/12-31-16											
Create SRGC Social Media Toolkit								10-1-16/10-31-16				

16-GA50033-35\_R3

Table 5. (continued).

Scheduled Tasks	CY 2017											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Attend & Participate in Geothermal Conferences & Expos	1-1-17/12-31-17											
Maintain Social Media Presence	1-1-17/12-31-17											
Engage with Reporters/Media Pitches	1-1-17/12-31-17											
Maintain and Refresh SRGC Toolkit		4-1-17/4-30-17				7-1-17/7-31-17			10-1-17/10-31-17			
Distribute Monthly SRGC e-Newsletter	1-1-17/12-31-17											
Maintain and Refresh Reporters' Guide		4-1-17/4-30-17				7-1-17/7-31-17			10-1-17/10-31-17			
Update SRGC Website	1-1-17/12-31-17											
Produce Success Stories & Send SRGC News & Media to DOE GTO	1-1-17/12-31-17											
Conduct Educational Presentations	1-1-17/12-31-17											
Monitor Social Media	1-1-17/12-31-17											
Develop Media Pieces as Needed	1-1-17/12-31-17											
Engage with Community Members	1-1-17/12-31-17											
Place Bylined Articles (3-4/yr)	1-1-17/12-31-17											
Hold Public Meetings	1-1-17/12-31-17											
Update SRGC Social Media Toolkit	2-1-17/2-28-17			5-1-17/5-31-17				9-1-17/9-30-17			11-1-17/11-30-17	

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Table 5. (continued).

Scheduled Tasks	CY 2018											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Attend & Participate in Geothermal Conferences & Expos	1-1-18/12-31-18											
Maintain Social Media Presence	1-1-18/12-31-18											
Engage with Reporters/Media Pitches	1-1-18/12-31-18											
Maintain and Refresh SRGC Toolkit		4-1-18/4-30-18				7-1-18/7-31-18			10-1-18/10-31-18			
Distribute Monthly SRGC e-Newsletter	1-1-18/12-31-18											
Maintain and Refresh Reporters' Guide		4-1-18/4-30-18				7-1-18/7-31-18			10-1-18/10-31-18			
Update SRGC Website	1-1-18/12-31-18											
Produce Success Stories & Send SRGC News & Media to DOE GTO	1-1-18/12-31-18											
Conduct Educational Presentations	1-1-18/12-31-18											
Monitor Social Media	1-1-18/12-31-18											
Develop Media Pieces as Needed	1-1-18/12-31-18											
Engage with Community Members	1-1-18/12-31-18											
Place Bylined Articles (3-4/yr)	1-1-18/12-31-18											
Hold Public Meetings	1-1-18/12-31-18											
Update SRGC Social Media Toolkit	2-1-18/2-28-18			5-1-18/5-31-18				9-1-18/9-30-18			11-1-18/11-30-18	

16-6A50033-35\_R3

Table 5. (continued).

Scheduled Tasks	CY 2019											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Phase 3 – Estimated to Start Spring 2019</b>												
Host Announcement Press Conference & Kickoff Event		3-1-19/3-31-19										
Place Announcement Ad in D.C. Policy Publication		3-1-19/3-31-19										
Update & Refresh Reporters' Guide	1-1-19/2-28-19											
Update SRGC Toolkit	1-1-19/2-28-19											
Outreach to Media	1-1-19/3-31-19											
Promote FORGE Announcement on Social Media	1-1-19/3-31-19											
Attend Geothermal Conferences and Expos	1-1-19/12-31-19											
Engage with Reporters	1-1-19/12-31-19											
Distribute Monthly SRGC e-Newsletter	1-1-19/12-31-19											
Create and Launch Website Project Updates Section		3-1-19/4-30-19										
Produce Success Stories & Send SRGC News & Media to DOE GTO	1-1-19/12-31-19											
Develop Media Pieces as Needed	1-1-19/12-31-19											
Monitor Social Media	1-1-19/12-31-19											
Conduct Educational Presentations	1-1-19/12-31-19											
Update SRGC Social Media Toolkit	2-1-19/2-28-19			5-1-19/5-31-19				9-1-19/9-30-19		11-1-19/11-30-19		
Update SRGC Website	1-1-19/12-31-19											

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## 5. CRISIS COMMUNICATIONS

Crises and other newsworthy issues almost always occur without warning and demand immediate attention. This is especially true today with the 24-hour news cycle, social media, and other instant communications technologies. To successfully address crises, advanced preparation and planning are critical.

Due to potential sensitivities surrounding the development of FORGE, it is important that the SRGC has in place approved guidelines, procedures, and draft statements that will enable us to react quickly and effectively if a crisis occurs. Despite our rigorous public engagement over the past several years, the two issues that could possibly rise to the level of a crisis as FORGE evolves are (1) perceived or potential seismic activity and (2) the safety and security of the Snake River Plain aquifer.

Each situation is unique and should be handled accordingly. This plan outlines messages, protocols, draft content for websites and media releases, and objectives for these two scenarios that will help the SRGC respond quickly and effectively to inquiries during a crisis, either real or perceived. The same crisis communications framework will be followed for other potential crisis situations. As part of an initial assessment, the risk register tables in the FORGE *Project Management Plan* (Podgorney, 2016) include communication crisis levels.

### 5.1 Communications Principles

To maintain our reputation as the leader in EGS energy development and to keep FORGE progress advancing, the SRGC and its public spokespeople will abide by the following communication principles:

- Share information as quickly and accurately as possible, while acknowledging that crises and other situations inherently involve fast-moving events that sometimes make it difficult or impossible to share the entire story with absolute certainty. The SRGC must be seen as trustworthy and responsible in its responses. When information is unavailable or unknown, the SRGC should acknowledge this, avoid speculation, and follow up as appropriate.
- Refrain from speculation about the circumstances surrounding the crisis.
- Keep in mind and respect the people directly affected by the crisis, including INL staff, local community members, and others involved in the situation.
- Respond quickly and consistently. Communications can help prevent a bad situation from getting worse.
- Review all events that took place leading up to, and in response to, the crisis to learn from them and prevent them from occurring in the future.
- React to situations in a timely manner. The SRGC's ability to get information out quickly will help to build and maintain its credibility with internal and external stakeholders.
- Prepare for possible scenarios. This model is scalable and flexible enough to adapt quickly to shifts in information needs while maintaining message consistency, regardless of the scale or nature of the situation.
- Evaluate potential situations quickly and comprehensively, monitoring breaking news and events, alleviating confusion, and dispelling misinformation.

Figure 11 provides general guidance regarding appropriate responses during normal operations and in the event of a crisis.



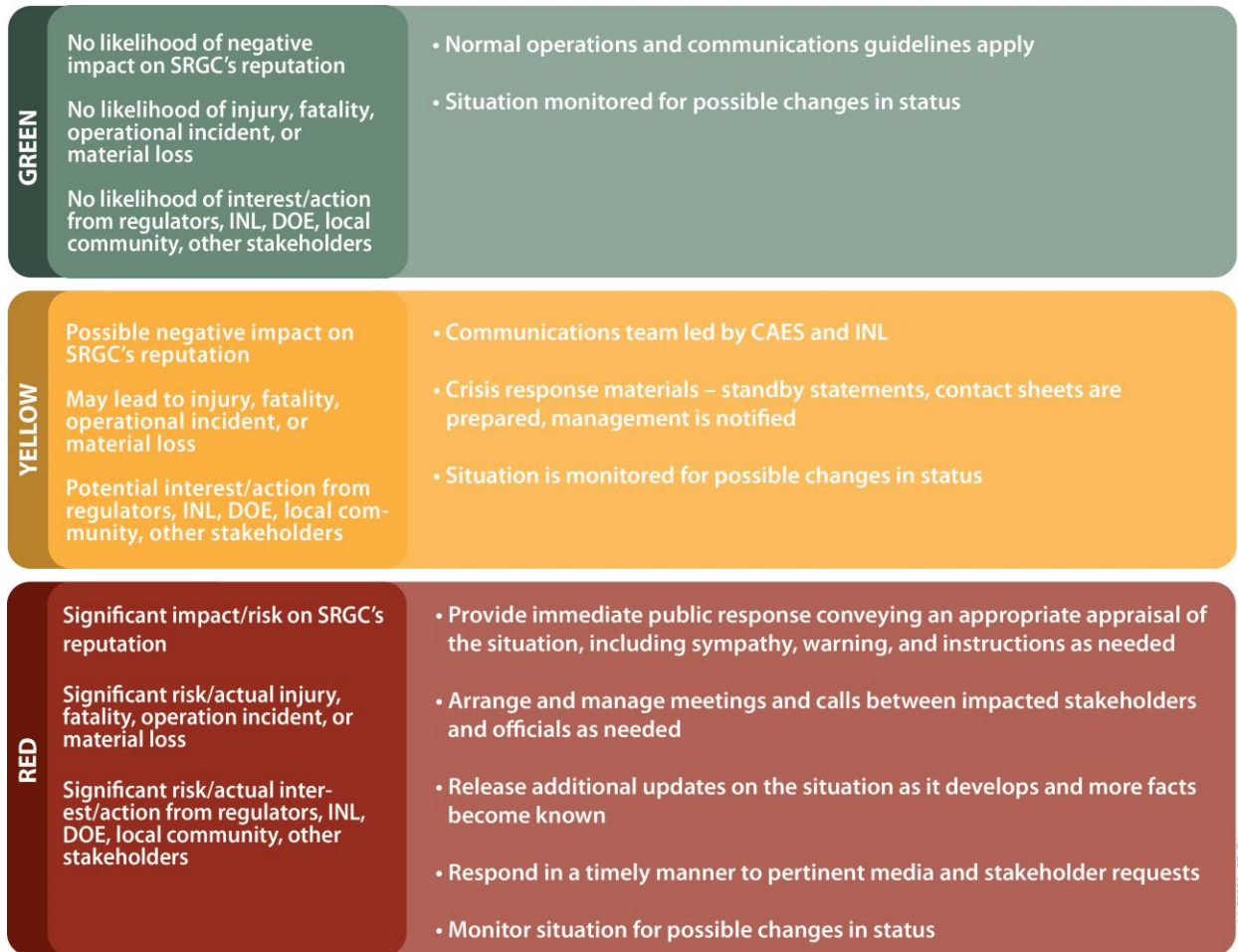


Figure 11. General guidance regarding appropriate responses during normal operations and in the event of a crisis.

## 5.2 Crisis Communications Objectives

To maintain the SRGC's standing and trusted reputation with the DOE, the local community, and other key stakeholders, we will use the materials outlined in this section to:

- Respond consistently, effectively, honestly, and accurately to incoming inquiries
- Address the immediate needs of those affected
- Provide experts and resources proactively
- Communicate with priority audiences.

## 5.3 Crisis Communications Audiences

Specific audiences will vary depending on an individual situation, but we will seek to reach the following priority audiences, as appropriate, with outreach activities in the event of crisis event:

- External audiences
  - General public (including local Native American tribes and NGO environmental groups)
  - Academia (educators and students ranging from kindergarten through graduate school)
  - Government leadership (policymakers and regulators, including the State of Idaho)

- Industry (early adaptors who will use the science SRGC proves viable to commercialize EGS)
- Members of the media
- Internal audiences
  - SRGC members
  - DOE staff and program leadership (GTO, EERE, and Office of Nuclear Energy)
  - INL leadership (including Site Management Team).

## 5.4 Scenarios

The mostly likely situations to which the SRGC may need to respond quickly include a seismic impact from the geothermal energy technology and a threat to the safety and security of the local aquifer. More information on messages, internal communications, external communications, and objectives is provided in Appendixes J and K.

## 5.5 Media Triage and Management Process

To quickly gain control of incoming media inquiries and help shape media coverage of breaking news, we will undertake media monitoring and response simultaneously. The communications lead will either take on these activities or designate them to another staff member or consultant.

Because the FORGE site is located on INL property, the SRGC has support from INL's Emergency Response Organization, which includes the Emergency Public Information Organization. This organization exists to provide accurate information for the news media, employees, and the public during emergency and nonemergency events that may generate significant public or media interest. Information is released through the Joint Information Center following review and approval from the INL Emergency Operations Center and the DOE-ID (INL, 2016).

### 5.5.1 Media Response and Monitoring

The following are guidelines for responding to and monitoring the media during a crisis:

1. Prioritize media, determine the most appropriate type of follow-up (e.g., interview, written statement, outreach with SRGC resources, social media responses), and assign the applicable individual or external consultant to respond
2. Modify and update the appropriate standby statement (see statements for the two scenarios in Appendixes J and K) for immediate use with the media
3. Respond to traditional and social media inquiries using the approved standby statement
4. Update the standby statement and talking points as the situation progresses and more definitive information becomes available
5. Reach out to media to schedule interviews with SRGC leaders and experts
6. Monitor initial media reports, and provide copies to the SRGC's various stakeholders
7. Follow up with reporters, and, as appropriate, correct any misinformation or errors.

### 5.5.2 Messaging

The following are guidelines for messaging during a crisis:

1. Review the messaging platform, and recommend changes to keep it up to date and relevant
2. Review statements, press releases, and other materials for message consistency

3. Stay up to date on emerging media reports, articles, and other information, as appropriate
4. Maintain and update relevant information on the SRGC website.

## 6. METRICS AND REPORTING

To evaluate the success of communications and outreach activities, we will track and monitor communications, community outreach, and social media activity. Information will be made available to the SRGC members via the SharePoint web portal and to DOE via the Research Performance Progress Report.

### 6.1.1 Communications (Quarterly)

The following communications facets will be monitored:

- Number of media stories
- Subscribers to the SRGC e-newsletter
- Number of incoming media calls and interview requests
- Number of bylined articles placed
- Articles and media items shared through DOE communications
- Attendance at site media tours.

### 6.1.2 Community Outreach (Quarterly)

The following community outreach facets will be monitored:

- Number of public meetings and attendance
- Number of educational presentations
- Attendance at “EGS Day” activities
- Invitations to present at conferences and other events
- Subscribers to the SRGC e-newsletter.

### 6.1.3 Social Media (Tracked Monthly, Reported Quarterly)

The following social media facets will be monitored:

- Number of followers and likes on Facebook, Twitter, and other social media outlets
- Engagement scores on Facebook and Twitter
- Views and shares of videos and infographics
- Number of comments and questions.

## REFERENCES

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## Appendix A

### Meetings and Discussions with Community Leaders, Regulators, and Government Officials



## Appendix A

### Meetings and Discussions with Community Leaders, Regulators, and Government Officials

Stakeholder	Stakeholder Location	Meeting Location	Date
Arco-Butte County Business Incubation Center	Arco, ID	Arco, ID	08/21/2014
Bannock County Commissioners	Pocatello, ID	Arco, ID	2014
Bannock Development Corporation	Pocatello, ID	Arco, ID	08/21/2014
Bingham County Commissioners	Blackfoot, ID	Blackfoot, ID	2014
Bingham Economic Development Corporation	Blackfoot, ID	Blackfoot, ID	2014
Butte County Chamber of Commerce	Arco, ID	Arco, ID	08/21/2014
Butte County Commissioners	Arco, ID	Arco, ID	08/21/2014; 11/09/2015; recurring quarterly briefings
Butte County School District	Arco, ID	Arco, ID	08/21/2014
City of Arco	Arco, ID	Arco, ID	08/21/2014
City of Blackfoot Mayor	Blackfoot, ID	Blackfoot, ID	2014
Clark County Commissioners	Dubois, ID	Arco, ID	08/2014
Congressman Labrador's staff	Meridian, Lewiston, and Coeur d'Alene, ID; Washington, DC	Boise, ID; Washington, DC	03/17/2015; 02/12/2016
Congressman Simpson and staff	Idaho Falls, ID, Washington, DC	Idaho Falls, ID; Washington, DC	10/17/2012; 05/08/2015; 02/12/2016
David Danielson, Assistant Secretary for the DOE Office of Energy Efficiency and Renewable Energy	Washington, DC	Idaho Falls, ID	10/17/2012; 06/30/2015
DOE-ID	Idaho Falls, ID	Idaho Falls, ID	01/14/2014; 10/13/2015
Eastern Idaho Economic Development Partners	Idaho Falls, ID	Idaho Falls, ID	08/2014
Energy and Geoscience Institute, University of Utah	Salt Lake City, UT	Salt Lake City, UT	03/14/2014;12/02/2014; 04/2/2015
Fort Hall, Shoshone-Bannock Tribal Council	Fort Hall, ID	Fort Hall, ID; Idaho Falls, ID	07/19/2014; 12/16/2014; 02/05/2016
Geothermal Resources Council	Davis, CA	Reno, NV	09/20–24/2015
Grow Idaho Falls, Inc.	Idaho Falls, ID	Idaho Falls, ID	2014
Idaho Clean Energy Association (R. Podgorney now serving on Board of Directors)	Boise, ID	Boise, ID	08/04/2015
Idaho Conservation League	Boise, Sandpoint, and Ketchum, ID	Boise, ID	03/16/2015; quarterly telephone calls

Stakeholder	Stakeholder Location	Meeting Location	Date
Idaho Department of Commerce	Boise, ID	Boise, ID	08/2015
Idaho Department of Energy Resources	Boise, ID	Boise, ID; Idaho Falls, ID	07/22/2015; 09/10/2015; 11/05/2015
Idaho Department of Environmental Quality	Boise, ID	Idaho Falls, ID	07/17/2012
Idaho Department of Transportation	Boise, ID	Field Site, INL, ID	10/09/2015
Idaho Department of Water Resources	Boise, ID	Idaho Falls, ID; Boise, ID	8/06/2014; 09/23/2014; 02/09/2016; quarterly telephone calls
Idaho Falls Power	Idaho Falls, ID	Idaho Falls, ID	08/2015
Idaho Governor and Lieutenant Governor	Boise, ID	Idaho Falls, ID	08/2015
Idaho Joint Finance-Appropriations Committee	Boise, ID	Idaho Falls, ID	10/21/2015
Idaho Science Center	Arco, ID	Arco, ID	08/21/2014
Idaho Technology Council	Boise, ID	Boise, ID	03/10/2014
Idaho Water Users Association	Boise, ID	Sun Valley, ID	06/24/2014
INL Water Group	Idaho Falls, ID	Idaho Falls, ID	05/21/2015
John Kotek, Assistant Secretary for the DOE Office of Nuclear Energy	Washington, DC	Idaho Falls, ID	06/30/2015
Ketchum City Council	Ketchum, ID	Ketchum, ID	05/05/2014; 08/27/2015; 01/8/2016
Lemhi County Economic Development Association	Salmon, ID	Salmon, ID	08/2014
Lost River Economic Development Organization	Arco, ID	Arco, ID	11/09/2015
Montana Department of Environmental Quality	Helena, MT	Idaho Falls, ID	10/21/2015
National Rural Electric Cooperative Association	Arlington, VA	Idaho Falls, ID	5/30/2012
POWER Engineers	Hailey, ID, Boise, ID, and 36 other U.S. locations	Meridian, ID	12/04/2015; 02/05/2016
Premier Technologies	Blackfoot, ID	Blackfoot, ID	12/02/2015
Regional Economic Development for East Idaho	Idaho Falls, ID	Idaho Falls, ID	08/2014
Rocky Mountain Power/PacifiCorp	Portland, OR; Salt Lake City, UT	Rexburg, ID; Salt Lake City, UT	08/21/2014
Senate Energy and Natural Resources Committee staff	Washington, DC	Washington, DC	02/12/2016
Senator Crapo and staff	Idaho Falls, ID, Washington, DC	Washington, DC	06/12/2015; 02/12/2016
Senator Murkowski and staff	Washington, DC; Fairbanks, Anchorage, Matsu,	Idaho Falls, ID	03/2015



Stakeholder	Stakeholder Location	Meeting Location	Date
	Ketchikan, Kenai, Juneau, AK		
Senator Risch and staff	Idaho Falls, ID, Washington, DC	Washington, DC	02/12/2016
Senator Sanders's staff	Washington, DC; Burlington and St. Johnsbury, VT	Washington, DC	02/12/2016
Senator Sullivan and staff	Washington, DC; Anchorage, Fairbanks, Juneau, Mat-su Valley, Kenai, Ketchikan, AK	Chena Hot Springs, AK	08/16/2015
Snake River Alliance	Boise, ID	Boise, ID	03/16/2015
Sun Valley Institute for Resilience	Ketchum, ID	Sun Valley, ID	01/08/2016
The Bargain Barn	Arco, ID	Arco, ID	08/21/2014
U.S. Army Corps of Engineers	Washington, DC	Fort Leonard Wood, MO	07/21/2014
U.S. Environmental Protection Agency	Washington, DC	Washington, DC; Idaho Falls, ID; Raleigh, NC; Cincinnati, OH	01/21/2014; 04/01/2014; 05/19/2015
University of Idaho	Moscow, ID	Idaho Falls, ID; Moscow, ID	04/11/2014; 11/17/2015
University of Wyoming	Laramie, WY	Laramie, WY	06/23/2015



## Appendix B

### Table of Previous and Planned Presentations at Professional Meetings and Events



## Appendix B

### Table of Previous and Planned Presentations at Professional Meetings and Events

#### TECHNICAL MEETINGS AND EVENTS

Meeting / Event	Presentation Title	Authors
Stanford Geothermal Workshop, Palo Alto, CA (January 2015)	Geothermal Play Fairway Analysis of the Snake River Plain, Idaho	D.L. Nielson, J. Shervais, L. Liberty, S.K. Garg, J. Glen, C. Visser, P. Dobson, E. Gasperikova, E. Sonnenthal
Stanford Geothermal Workshop, Palo Alto, CA (January 2015)	He Isotopic Evidence for Undiscovered Geothermal Systems in the Snake River Plain	P.F. Dobson, B.M. Kennedy, M. Conrad, T. McLing, E. Mattson, T. Wood, C. Cannon, R. Spackman, M. Van Soest, M. Robertson
World Geothermal Conference, Australia (April 2015)	Geothermal Reservoir Temperatures in Southeastern Idaho, USA, Using Multicomponent Geothermometry	Ghanashyam Neupane, Earl Mattson, Travis McLing, Carl Palmer, Robert Smith, Thomas Wood, Robert Podgorney
World Geothermal Conference, Australia (April 2015)	Modeling of Propagations of Interacting Cracks under Hydraulic Pressure Gradient	Hai Huang, Earl Mattson, Robert Podgorney
Snake River Geothermal Workshop, Idaho Falls, ID (July 2015)	Various	Robert Podgorney, Thomas Wood, Mike McCurry, Roy Mink, Bill Hackett, Carl Palmer, John Welhan, Dario Grana, Suzette Payne
Geothermal Energy Expo, Reno, NV (September 2015)	Workshop Reservoir Stimulation: Recent Field Practices, Monitoring Techniques, and Theoretical/ Laboratory Investigations Informational Booth	Ahmad Ghassemi
Water-Energy Nexus Forum, Layton, UT (January 2016)	Panel Session: Meeting the Water and Energy Challenge Informational Booth	Travis McLing
CAES Seminar (January 2016)	Learn about FORGE Team Member Campbell Scientific Instrumentation and Measurement Tools	Dirk V. Baker
CAES Geofluids Seminar (January 2016)	Topographic Stress Controls on Bedrock Weathering Revealed by Geophysical Imaging	James St. Clair
CAES Geofluids Seminar	Some Like it Hot: Mass and Heat Transfer in the Yellowstone Caldera, Wyoming	Jerry Fairley

Meeting / Event	Presentation Title	Authors
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	The DOE Geothermal Data Repository and the Future of Geothermal Data	Jon Weers, Arlene Anderson
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	A Snake River Plain Field Laboratory for Enhanced Geothermal Systems: An Overview of the Snake River Geothermal Consortium's Proposed FORGE Approach and Site	Robert Podgorney, Neil Snyder, Roy Mink, Travis McLing
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Using Gravity and Magnetics to Delineate Structural Controls on Geothermal Fluids, Northern Cache Valley, Idaho	Wade Worthing, Tom Wood, Jonathan Glen, Travis McLing, Pat Dobson, Brent Ritzinger, Ghanashyam Neupane, Michael Thorne
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Thermal and Geochemical Anomalies in the Eastern Snake River Plain Aquifer: Contributions to a Conceptual Model of the Proposed FORGE Test Site	John Welhan
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Geomechanical Characterization of Rock Core from the Proposed FORGE Laboratory on the Eastern Snake River Plain, Idaho	Rohit Bakshi, Ahmad Ghassemi, Mostafa Eskandari Halvaei
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Rock Physics Modeling for the Potential FORGE Site on the Eastern Snake River Plain, Idaho	Dario Grana, Sumit Verma, Robert Podgorney
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Geothermal Play Fairway Analysis of the Snake River Plain: Phase 1	John W. Shervais, Jonathan M. Glen, Dennis Nielson, Sabodh Garg, Patrick Dobson, Erika Gasperikova, Eric Sonnenthal, Charles Visser, Lee M. Liberty, Jacob Deangelo, Drew Siler, James P. Evans
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Seismic Characterization of the Newberry and Cooper Basin EGS Sites	Dennise Templeton, Jingbo Wang, Meredith Goebel, Gardar Johannesson, Stephen Myers, David Harris
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Long-term Sustainability of Fracture Conductivity in Geothermal Systems Using Proppants	Earl D. Mattson, Ghanashyam Neupane, Mitchell Plummer, Clay Jones, Joe Moore
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Mixing Effects on Geothermometric Calculations of the Newdale Geothermal Area in the Eastern Snake River Plain, Idaho	Ghanashayam Neupane, Earl D. Mattson, Cody J. Cannon, Trevor A. Atkinson, Travis L. McLing, Thomas R. Wood, Wade C. Worthing, Mark E. Conrad

Meeting / Event	Presentation Title	Authors
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Gigawatt-Scale Power Potential of a Magma-Supported Geothermal System in the Fold and Thrust Belt of Southeast Idaho	John Welhan
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Application of Isotopic Approaches for Identifying Hidden Geothermal Systems in Southern Idaho	Mark Conrad, Patrick Dobson, Eric Sonnenthal, B. Mack Kennedy, Cody Cannon, Wade Worthing, Thomas Wood, Ghanashyam Neupane, Earl Mattson, Travis McLing
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Potential Hydrothermal Resource Areas and Their Reservoir Temperatures in the Eastern Snake River Plain, Idaho	Ghanashayam Neupane, Earl D. Mattson, Cody J. Cannon, Trevor A. Atkinson, Travis L. McLing, Thomas R. Wood, Wade C. Worthing, Patrick F. Dobson, Mark E. Conrad
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	An Assessment of Some Design Constraints on Heat Production of a 3D Conceptual EGS Model Using an Open-Source Geothermal Reservoir Simulation Code	Yidong Xia, Mitch Plummer, Robert Podgorney, Ahmad Ghassemi
Stanford Geothermal Workshop, Palo Alto, CA (February 2016)	Geologic Setting of the Idaho National Laboratory Geothermal Resource Research Area	Michael McCurry, Travis McLing, Richard Smith, William Hackett, Ryan Goldsby, William Lochridge, Robert Podgorney, Thomas Wood, David Pearson, John Welhan, Mitch Plummer
GEA <u>US &amp; International Geothermal Showcase</u> , Washington, DC (March 2016)	Water Purification Driven by Geothermal Heat, a Novel Treatment Process under Development and Supported by DOE	Robert Podgorney
Presentation to DOE-ID, Idaho Falls, ID (May 2016)	SRGC FORGE Update	Robert Podgorney
GEA National Geothermal Summit, Reno, NV (June 2016)	TBD	TBD
2 <sup>nd</sup> Snake River Geothermal Workshop: Reservoir Creation in Igneous Rocks, Idaho Falls, ID (August 2016)	TBD	TBD

## NON-TECHNICAL MEETINGS AND EVENTS

Event	Location	Date
10 <sup>th</sup> Annual Renewable Energy Fair	Chena Hot Springs, AK	08/16/2015
Idaho Joint Finance-Appropriations Committee Event	Idaho Falls, ID	10/21/2015
National Renewable Energy Laboratory Coffee Break Presentation: A Snake River Plain Field Laboratory for Enhanced Geothermal Systems	Golden, CO	01/21/2016
Planet Jackson Hole reporter Natosha Hoduski	Idaho Falls, ID	03/01/2016
TEDx Talk ( <a href="#">TEDxIdahoFalls</a> )	Idaho Falls, ID	04/02/2016
Geothermal Energy Presentation to Water Springs Junior High and High School	Idaho Falls, ID	04/14/2016
Idaho Falls Earth Day Booth	Idaho Falls, ID	04/23/2016
Geothermal Energy Presentation to Idaho Falls High School Power and Energy Class	Idaho Falls, ID	04/28/2016
Open House/EGS Event	Idaho Falls, ID	Summer 2016
Media Site Tour	INL Site, ID	August 2016



# Appendix C

## Media Mentions (through January 2016)



## Appendix C

### Media Mentions (through January 2016)

**Highlighted** items indicate INL/SRGC site-specific coverage. More than 30% of all FORGE coverage was INL/SRGC site-specific coverage, and 76% of those SRGC media mentions were a direct result of SRGC media pitches and outreach efforts. Colored text indicates hyperlinks.

Date	Headline	Outlet
03/30/2015	DOE had a big year in geothermal in 2014	FierceEnergy.com
04/20/2015	<a href="#">New Geothermal Energy “Shortcut” Could Be Global Energy Game Changer</a>	CleanTechnica.com
04/27/2015	<a href="#">Energy Department Announces Project Selections in First Phase of Cutting-Edge Enhanced Geothermal Systems Effort</a>	Energy.gov DOE News
04/27/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Greenfield Daily Reporter – Online
04-27-2015	<a href="#">DOE awards geothermal research grants in Idaho, 4 other states in ...</a>	Idaho Press-Tribune
04-27-2015	<a href="#">DOE awards \$2M geothermal research grants</a>	KTVB
04/27/2015	<a href="#">Newberry geothermal research lab clears first hurdle</a>	KTVZ.com
04/27/2015	<a href="#">Nevada a finalist for geothermal lab</a>	Las Vegas Review-Journal
04/27/2015	<a href="#">Update: \$2 million awarded for geothermal launch site</a>	Nevada Appeal
04/27/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Reading Eagle – Online
04/27/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	The Olympian
04/27/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Washington Times
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Associated Press
04/28/2015	<a href="#">DOE awards geothermal research grants</a>	Blackfoot Morning News
04/28/2015	<a href="#">What’s New List Serve Post Display</a>	California Air Resources Board
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Chico Enterprise Record – Online
04/28/2015	<a href="#">US DOE selects five projects for first phase of geothermal systems effort</a>	Clean Technology Business Review – Online
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Columbus Ledger-Enquirer – Online

Date	Headline	Outlet
04/28/2015	<a href="#">Idaho National Laboratory-Led FORGE Team Wins Geothermal Energy Award For Research</a>	Congressional delegation websites
04/28/2015	<a href="#">Nevada, Utah, California, Idaho, Oregon scientists win DOE grants to tap geothermal energy</a>	Daily Journal, The – Online
04/28/2015	<a href="#">DOE Selects FORGE Geothermal Projects</a>	Domestic Fuel
04/28/2015	<a href="#">Energy Department Announces Project Selections for Enhanced ...</a>	EIN News (press release)
04/28/2015	<a href="#">Improving geothermal energy University of Utah</a>	EurekAlert
04/28/2015	<a href="#">EGS the next frontier of renewable energy</a>	Fierce Energy
04/28/2015	<a href="#">DOE awards geothermal research grants in western states</a>	Herald and News
04/28/2015	<a href="#">Forging Ahead</a>	<a href="#">Idaho Falls Magazine/East Idaho Business</a>
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Island Packet – Online
04/28/2015	<a href="#">DOE awards geothermal research grants in 5 states, including Oregon</a>	KATU-TV Online
04/28/2015	<a href="#">Here is the latest Idaho news from The Associated Press</a>	<a href="#">KSL.com</a>
04/28/2015	<a href="#">Idaho Could Get Part of a Geothermal Research Grant</a>	<a href="#">News Radio 1310 KLIX</a>
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	News Tribune Online
04/28/2015	<a href="#">Mike Crapo (via noodls) / Idaho National Laboratory-led FORGE Team Wins Geothermal Energy Award for Research</a>	<a href="#">NOODLS</a>
04/28/2015	<a href="#">DOE Awards Geothermal Research Grants In Western States</a>	Oregon Public Broadcasting (OPB)
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Paradise Post
04/28/2015	<a href="#">Improving geothermal energy</a>	Phys.org
04-28-2015	<a href="#">An active Oregon volcano could house a new renewable energy lab</a>	Portland Business Journal (blog)
04/28/2015	<a href="#">DOE awards geothermal research grants in five states across West</a>	Post Register
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Power Engineering – Online
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Redwood Times – Online
04/28/2015	<a href="#">US Forges ahead on Geo</a>	reNews
04/28/2015	<a href="#">Nevada in running for geothermal lab</a>	Reno Gazette Journal
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	Republic, The – Online
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR - SFGate</a>	SFGate – Online
04/28/2015	<a href="#">DOE awards geothermal research grants in NV, UT, CA, ID, OR</a>	San Francisco Chronicle – Online

Date	Headline	Outlet
04/28/2015	US DOE ready with enhanced geothermal system research teams selection	SeeNews North America
04/28/2015	Idaho National Laboratory-Led FORGE Team Wins Geothermal Energy Award for Research	States News Service
04/28/2015	DOE awards geothermal research grants in NV, UT, CA, ID, OR	Sun Herald, The – Online
04/28/2015	DOE awards geothermal research grants in NV, UT, CA, ID, OR	Tampa Tribune – Online
04/28/2015	Nevada in the running for new geothermal laboratory	Think GeoEnergy
04/28/2015	DOE Awards Geothermal Research Grants in NV, UT, CA, ID, OR	Times-News Twin Falls
04/28/2015	Nevada, Utah, California, Idaho, Oregon scientists win DOE grants to tap geothermal energy	Times-Post – Online
04/28/2015	Washington: MEMORIALS -- (House of Representatives - April 27, 2015)	US Official News
04/28/2015	DOE awards geothermal research grants in NV, UT, CA, ID, OR	Ventura County Star – Online
04/28/2015	DOE awards geothermal research grants in NV, UT, CA, ID, OR	Wichita Eagle – Online
04/29/2015	Energy Department Announces Project Selections In First Phase Of Cutting ...	Breaking Energy
04/29/2015	Live broadcast on “Idaho’s Afternoon News with Mark Richardson,” radio stations 101.1/92.7 FM and 1260/690 AM	East Idaho News
04/29/2015	Geothermal energy research grants awarded in five states	Hydrogen Fuel News
04/29/2015	Idaho competing for next generation geothermal research observatory	KIDK Online
04/29/2015	Nevada Site Chosen for Geothermal Energy Research	KNPR
04/29/2015	Live television news broadcast: Idaho competing for next generation geothermal research observatory	Local News 8 Broadcast
04/29/2015	Idaho competing for next generation geothermal research observatory	LocalNews8.com written article
04/29/2015	James E. Risch (via noodls)/Idaho National Laboratory-Led Forge Team Wins Geothermal Energy Award for Research	NOODLS
04/29/2015	US DOE announces first selections in enhanced geothermal effort	Renewable Energy Magazine
04-29-2015	Oregon, Idaho in the running to develop national geothermal lab	Seattle Daily Journal of Commerce
04/29/2015	Idaho National Laboratory-Led Forge Team Wins Geothermal Energy Award for Research (James E Risch)	World News
04/29/2015	Idaho National Laboratory-led FORGE Team Wins Geothermal Energy Award for Research (Mike Crapo)	World News
04/30/2015	Newberry Volcano candidate for geothermal lab	Bend Bulletin
04/30/2015	INL looks to host new geothermal facility	Post Register

Date	Headline	Outlet
04/30/2015	U. of U. to research how to extract geothermal energy near Milford	Salt Lake Tribune
05/01/2015	<a href="#">Leading news: National Geothermal Summit (June 2015) to Focus on Future Market Share</a>	Geothermal Energy Association
<a href="#">05/1/2015</a>	<a href="#">Full steam ahead</a>	<a href="#">Idaho Falls Post Register</a>
<a href="#">05/01/2015</a>	<a href="#">DOE awards geothermal research grants in Idaho</a>	<a href="#">Idaho Statesman Business Review</a>
<a href="#">05/01/2015</a>	<a href="#">Live radio broadcast interview with INL FORGE’s Rob Podgorney</a>	<a href="#">KBOI Radio Boise Broadcast</a>
<a href="#">05/04/2015</a>	<a href="#">How Idaho Could Become a Leader in Geothermal Energy</a>	<a href="#">Boise State Public Radio.org</a>
<a href="#">05/04/2015</a>	<a href="#">Live Radio interview with INL FORGE team’s Rob Podgorney</a>	<a href="#">Boise State University NPR Radio Broadcast</a>
<a href="#">05-14-2015</a>	<a href="#">INL-led FORGE team wins geothermal energy award for research</a>	<a href="#">Arco Advertiser</a>
05/15/2015	Energy and Environment Update for May 11, 2015	The National Law Review
07/1/2015	Geology, Technology Mix in Geothermal Systems	AAPG Explorer – Annual Geophysical Review
07/15/2015	<a href="#">The Power War: Geothermal vs. Nuclear</a>	The Corvallis Advocate
07/28/2015	<a href="#">What Is Really Keeping Geothermal Power Back?</a>	OilPrice.com
08/5/2015	<a href="#">EPA’s Clean Power Plan will bring more jobs, investment to Nevada</a>	Las Vegas Sun
<a href="#">09/17/2015</a>	<a href="#">Alaskan power company joins INL-based geothermal consortium</a>	<a href="#">BizMojoIdaho.com</a>
10/01/2015	<a href="#">Geothermal Energy: Is New Technology Resetting the Agenda?</a>	Power Magazine
11/18/2015	<a href="#">Roadtrip to the candidates for the FORGE geothermal research project in the U.S.</a>	ThinkGeoenergy.com
11/18/2015	<a href="#">Road Tripping through the Geothermal Frontier</a>	DOE EERE energy.gov
<a href="#">12/02/2015</a>	<a href="#">Idaho vying to be nation’s geothermal research hot spot</a>	<a href="#">INL.gov</a>
<a href="#">12/03/2015</a>	<a href="#">USA, Idaho: GRC Member Leads Snake River Geothermal Consortium FORGE Bid</a>	<a href="#">Geothermal Resources Council</a>
<a href="#">12/22/2015</a>	<a href="#">Idaho To Become U.S. Geothermal Research Hot Spot</a>	<a href="#">Homeland Security Newswire</a>
<a href="#">12/30/2015</a>	<a href="#">Less coal, uncertain hydro: What climate change will mean for Idaho’s energy supply</a>	<a href="#">Post Register</a>
<a href="#">01/08/2016</a>	<a href="#">USA, Idaho: IDL Shows Off their Frontier Observatory for Research in Geothermal Energy (FORGE) Site</a>	<a href="#">Geothermal Resources Council</a>
<a href="#">01/11/2016</a>	<a href="#">Video introducing EGS research of the Snake River Geothermal Consortium</a>	<a href="#">Thinkgeoenergy.com</a>

Date	Headline	Outlet
01/12/2016	Vídeo: Investigación EGS del Consorcio de geotermia de Snake River (Video : Snake River geothermal EGS Research Consortium)	PiensaGeotermia.com
01/21/2016	Idaho vying to be nation's geothermal research hot spot	Arco Advertiser





# Appendix D

## Message Matrix



## Appendix D

### Message Matrix

Message No. 1 – EGS Benefits	Message No. 2 – Purpose of FORGE	Message No. 3 – Expertise	Message No. 4 – Location	Message No. 5 – Community
EGS is a safe, clean, and renewable method for generating power and has vast potential to benefit our region and nation as a whole.	FORGE is designed to test and prove technologies necessary for EGS adoption.	SRGC has the expertise to successfully operate the FORGE test laboratory. SRGC has assembled a first-class team that includes top experts and advisors on EGS from the public and private sectors.	The SRGC has chosen an ideal site for developing FORGE. The site has favorable geology, high heat flows, elevated subsurface temperatures, and abundant water.	SRGC is partnering with the community and actively working to facilitate an ongoing dialogue on FORGE activities with local residents and officials to provide education and information for these important stakeholders. The FORGE project brings several positive direct and indirect economic benefits to the regional community.
Supporting Fact 1-1	Supporting Fact 2-1	Supporting Fact 3-1	Supporting Fact 4-1	Supporting Fact 5-1
EGS can provide baseload power that runs 24 hours a day, 7 days a week.	FORGE will refine and prove EGS technology to bring it into the mainstream.	INL, the SRGC’s leader, has led the world in energy development, research, and engineering since 1949 and directly employs almost 4,000 people.  Citation: Idaho National Laboratory FY15 Economic Summary: Research and Development, <a href="https://www.inl.gov/wp-content/uploads/2016/01/15-50445_Report_R1-1.pdf">https://www.inl.gov/wp-content/uploads/2016/01/15-50445_Report_R1-1.pdf</a> .	With EGS, researchers drill deep wells and fracture the underground rock using techniques borrowed from the oil and gas industry to create a geothermal reservoir and then inject water. Cold water goes in one well, is pushed through the fractured hot rock, and is heated. Then the hot water is brought up to the surface through a second well and used to produce electricity.	The SRGC team of experts is actively engaging with the community on a regular basis through outreach events, tours, and educational outreach.

Message No. 1 – EGS Benefits	Message No. 2 – Purpose of FORGE	Message No. 3 – Expertise	Message No. 4 – Location	Message No. 5 – Community
<b>Supporting Fact 1-2</b>	<b>Supporting Fact 2-2</b>	<b>Supporting Fact 3-2</b>	<b>Supporting Fact 4-2</b>	<b>Supporting Fact 5-2</b>
EGS power generation can provide baseload power even in extreme weather or temperature conditions.	FORGE will provide industry with the confidence to invest in this promising technology.	In addition to INL and CAES, the National Renewable Energy Laboratory and Lawrence Livermore National Laboratory are on the SRGC board. CAES represents Idaho State University, Boise State University, the University of Idaho, and the University of Wyoming. In addition, the University of Oklahoma and the University of Utah are SRGC members.	EGS laboratories have extremely small environmental footprints and impacts. The water used in the EGS process will be approximately the same quality as the local aquifer both before and after use. It is important to note that the operation of the EGS process is not the same as that used in oil and gas fracking, where the production and disposal of contaminated production water is an issue.	INL’s K-12 STEM team is recognized as a national leader in STEM education development. The STEM team is providing guidance and support to the SRGC to provide high-impact educational materials and activities.
<b>Supporting Fact 1-3</b>	<b>Supporting Fact 2-3</b>	<b>Supporting Fact 3-3</b>	<b>Supporting Fact 4-3</b>	<b>Supporting Fact 5-3</b>
Power plants using EGS emit very little CO <sup>2</sup> over the course of their lifetime.		The SRGC is composed of the best people with the right skills regardless of their physical location. Team members and advisory board members from throughout the United States and the world share their expertise.	EGS depends on the earth’s natural heat systems to produce a renewable energy source. At the proposed SRGC FORGE site, we will be able to drill 1 to 2 miles beneath the eastern Snake River Plain and extract heat from the tight volcanic rock formations there.	The local community has already expressed widespread support for the SRGC FORGE project through formal letters of support.

Message No. 1 – EGS Benefits	Message No. 2 – Purpose of FORGE	Message No. 3 – Expertise	Message No. 4 – Location	Message No. 5 – Community
<b>Supporting Fact 1-4</b>	<b>Supporting Fact 2-4</b>	<b>Supporting Fact 3-4</b>	<b>Supporting Fact 4-4</b>	<b>Supporting Fact 5-4</b>
EGS has the potential to generate more than 100 GWe of electricity, which is enough to power 1 million homes.				The FORGE project brings several positive direct and indirect economic benefits to the regional community, including employment (i.e., the number of jobs created or sustained during construction phase and ongoing operations), labor income (i.e., the amount of income, including construction phase and ongoing operations), and value added (i.e., the value of innovation and improvement to goods and services during construction and ongoing operations).



## Appendix E

# Snake River Geothermal Consortium Member Communications Points of Contact and Platforms





## Appendix E

### Snake River Geothermal Consortium Member Communications Points of Contact and Platforms

Team Member	Contact (Communications)	Social Media Handles and Pages
Baker Hughes		@BHInc <a href="https://www.facebook.com/bakerhughesinc">https://www.facebook.com/bakerhughesinc</a>
Boise State University	Kathleen Tuck, Director of Research Communications and Promotions	@BoiseStateLive <a href="https://www.facebook.com/BoiseStateLive/">https://www.facebook.com/BoiseStateLive/</a>
CAES	Julie Ulrich, Communications Lead	@CAESEnergy <a href="https://www.facebook.com/CenterforAdvancedEnergyStudies">https://www.facebook.com/CenterforAdvancedEnergyStudies</a>
Idaho Geologic Survey		@IDGeoSurvey
Idaho State University	Andy Taylor, Assistant Director, Public Relations	@IdahoStateU <a href="https://www.facebook.com/idahostateu">https://www.facebook.com/idahostateu</a>
INL	Laura Scheele, Stakeholder and Media Affairs Lead	@INL <a href="https://www.facebook.com/IdahoNationalLaboratory">https://www.facebook.com/IdahoNationalLaboratory</a>
Lawrence Livermore National Laboratory	Anne M. Stark, Senior Public Information Officer	@Livermore_Lab <a href="https://www.facebook.com/livermore.lab/">https://www.facebook.com/livermore.lab/</a>
National Renewable Energy Laboratory	Connie A. Komomua, Senior Technical Communicator	@NREL <a href="https://www.facebook.com/nationalrenewableenergylab/">https://www.facebook.com/nationalrenewableenergylab/</a> <a href="https://www.linkedin.com/company/national-renewable-energy-laboratory">https://www.linkedin.com/company/national-renewable-energy-laboratory</a>
POWER Engineers	Harry Hurt, Corporate Communication Coordinator	@PWREngineers <a href="https://www.facebook.com/POWEREngineersInc/">https://www.facebook.com/POWEREngineersInc/</a>
U.S. Geological Survey		@USGS_Idaho
University of Idaho	Rob Patton, Marketing Communications Manager	@UIIdaho, @UIIdahoEngr <a href="https://www.facebook.com/livermore.lab/">https://www.facebook.com/livermore.lab/</a>

Team Member	Contact (Communications)	Social Media Handles and Pages
University of Oklahoma	Allison Richardson, Interim Director of Development	@OUMcee <a href="https://www.facebook.com/oumcee">https://www.facebook.com/oumcee</a> <a href="https://www.linkedin.com/grp/home?gid=5142035">https://www.linkedin.com/grp/home?gid=5142035</a>
University of Wyoming	Mary Byrnes, Deputy Director School of Energy Resources Energy Outreach, and Nadia Kaliszewski, Outreach Coordinator	@EnergyUW <a href="https://www.facebook.com/uwenergy">https://www.facebook.com/uwenergy</a>
<b>Advisory Panelists</b>		
Idaho Governor’s Office of Energy Resources	John Chatburn, Administrator, Idaho Governor’s Office of Energy Resources	@ISEA_Idaho
Southern Methodist University	Maria Richards, SMU Geothermal Lab Coordinator	@SMUDedman <a href="http://facebook.com/smudedman">http://facebook.com/smudedman</a>

# Appendix F

## Sample TweetReach Report



## Appendix F

### Sample TweetReach Report

This report shows a TweetReach report of Twitter posts using the SRGC dedicated hashtag #SnakeRiverFORGE from February 18 to 25, 2016.

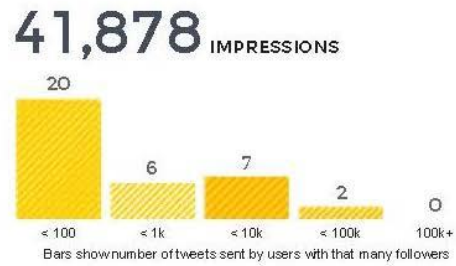
(Citation: Snapshot report created by Union Metric’s TweetReach, February 25, 2016, <https://tweetreach.com/reports/16069627>.)

### #snakeriverFORGE

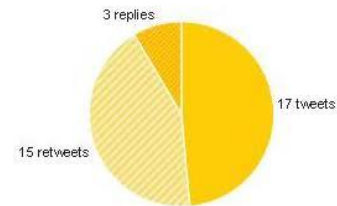
#### ESTIMATED REACH

**18,059**  
ACCOUNTS REACHED

#### EXPOSURE



#### ACTIVITY



## CONTRIBUTORS

	<b>Tweets</b>	<b>RTs</b>	<b>Impressions</b>
INL	2	0	22.1k
GRC2001	4	0	11.5k
nuclear94	1	0	2.1k
mcnamadd	2	0	1.5k
_Geothermal_	1	0	1.3k
TaraBethIdaho	1	0	1.1k
CAESEnergy	13	13	1.1k
IDGeoSurvey	1	1	397
realmajestibali	1	0	336
J_Revier	1	0	138
RobertPodgorney	6	1	122
Iammyslowdown	1	0	104
jonweers	1	0	1

# Appendix G

## Letters of Support





## Appendix G

### Letters of Support

Organization / Entity	Location	Date
Arco-Butte County Business Incubation Center	Arco, ID	September 7, 2014
Bannock Development Corporation	Pocatello, ID	September 10, 2014
Bingham County Commissioners	Blackfoot, ID	September 8, 2014
Bingham Economic Development Corporation	Blackfoot, ID	September 4, 2014
Brett Holist, Maintenance, City of Arco	Arco, ID	August 26, 2014
Butte County Chamber of Commerce	Arco, ID	September 7, 2014
Butte County Commissioners	Arco, ID	September 9, 2014
Butte County School District Superintendent Spencer Larsen	Arco, ID	August 27, 2014
Clark County Idaho Board of County Commissioners	Dubois, ID	2014
Clay Condit, Idaho Science Center	Arco, ID	August 23, 2014
Eastern Idaho Economic Development Partnership	Blackfoot, ID	August 25, 2014
Erv Grafwallner, Council Member, City of Arco	Arco, ID	August 26, 2014
Fort Hall Business Council	Fort Hall, ID	August 29, 2014
Gene Davis, Council President, City of Arco	Arco, ID	August 26, 2014
Grow Idaho Falls, Inc.	Idaho Falls, ID	September 16, 2014
Idaho Clean Energy Association	Boise, ID	September 2, 2014
Idaho Governor C.L. “Butch” Otter	Boise, ID	August 26, 2014
Jackie Flowers, General Manager, Idaho Falls Power	Idaho Falls, ID	September 9, 2014
Kim Sanders, Maintenance, City of Arco	Arco, ID	August 26, 2014
Lemhi County Economic Development Association	Salmon, ID	September 5, 2014
Lost Rivers Economic Development	Arco, ID	August 23, 2014
Mayor Paul M. Loomis, City of Blackfoot	Blackfoot, ID	September 9, 2014
Mayor Ross Langseth, City of Arco	Arco, ID	August 26, 2014
Otto J. Higbee, Board Member of Lost Rivers Economic Development	Mackay, ID	September 5, 2014
Small Business Owner: Rosanne Barnal, The Bargain Barn	Arco, ID	2014
Tony Chisham, Maintenance Supervisor, City of Arco	Arco, ID	August 26, 2014
Travis Gilchrist, Council Member, City of Arco	Arco, ID	August 26, 2014
University of Idaho Extension Professor Charles C. Cheyney	Arco, ID	September 7, 2014
Virginia Parsons, City Clerk/Treasurer	Arco, ID	August 26, 2014



## Appendix H

### Special Interest Groups – Contacts, Predicted Response to Establishing the FORGE Site, and Planned Outreach



## Appendix H

### Special Interest Groups – Contacts, Predicted Response to Establishing the FORGE Site, and Planned Outreach

Name	Contact Info	Area of Focus/Mission	Typical Response to INL Research	Anticipated Threat Level	Special Engagement Techniques
Environmental Defense Institute	Website: <a href="http://www.environmental-defense-institute.org">www.environmental-defense-institute.org</a> Address: P.O. Box 220 Troy, ID 83871-0220 Phone: (208) 835-5407	Anti-nuclear	Negative – concerns about nuclear safety and spent fuel disposal	Low	We do not anticipate engaging with this group (small, two-person organization).  Monitor their editorials and website.
Geologists of Jackson Hole	Website: <a href="http://www.geologistsofjacksonhole.org">www.geologistsofjacksonhole.org</a> Address: 250 NW Ridge Road Jackson, WY 83001 Email: John Willott, president – <a href="mailto:John.Willott@GeologistsofJacksonhole.org">John.Willott@GeologistsofJacksonhole.org</a> John Heberger, vice president – <a href="mailto:Jr@GeologistsofJacksonhole.org">Jr@GeologistsofJacksonhole.org</a>	Inform and educate members and community about earth-science-related matters	Positive	None	This organization visits and tours INL and CAES at least once a year.  Offer tours, and schedule a presentation in 2016 and yearly throughout duration of FORGE.

Name	Contact Info	Area of Focus/Mission	Typical Response to INL Research	Anticipated Threat Level	Special Engagement Techniques
Idaho Conservation League	Website: <a href="http://www.idahoconservation.org">www.idahoconservation.org</a> Boise Office: P.O. Box 844 Boise, ID 83701 Phone: (208) 345-6933 Fax: (208) 344-0344  Ketchum Office: P.O. Box 2671 Ketchum, ID 83340 Phone: (208) 726-7485 Fax: (208)726-1821  Sandpoint Office: P.O. Box 2308 Sandpoint, ID 83864 Phone: (208) 265-9565 Fax: (208) 265-9650 Point of Contact: Ben Otto Email: <a href="mailto:botto@idahoconservation.org">botto@idahoconservation.org</a> Phone: (208) 345-6933, ext. 12	Protect Idaho’s environment (air, water, land)	Neutral – supports renewable energy but will not publicly express support of INL  Ben Otto, Idaho Conservation League Energy Associate, is on the SRGC advisory panel.	Low	Idaho Conservation League staff member is on the SRGC advisory panel.  Offer site tours and presentations, provide educational materials, respond to questions, and highlight the positive economic impacts.
Keep Yellowstone Nuclear Free	Website: <a href="http://kynf.org">kynf.org</a> (inactive) Address: P.O. Box 4757 Jackson, WY 83001	Anti-nuclear	Neutral – Negative	None (inactive since 2014)	This organization will not be engaged unless it reactivates.

Name	Contact Info	Area of Focus/Mission	Typical Response to INL Research	Anticipated Threat Level	Special Engagement Techniques
Snake River Alliance (SRA)	Website: <a href="http://snakeriveralliance.org">snakeriveralliance.org</a> Address: 223 N 6th St., Ste. 317 Boise, ID 83702 Phone: (208) 344-9161 Fax: (208) 331-0885	Anti-nuclear	Neutral – SRA supports renewable energy but will not publicly express support of INL  Negative – concerns about spent nuclear fuel disposal  SRGC has met with SRA at least two times, including in March 2015. No negative response resulted.	Low	INL regularly engages with SRA, most recently on April 11, 2016. SRGC will leverage this relationship.  Offer site tours and presentations, provide educational materials, respond to questions, highlight the positive economic impacts of FORGE.
Teton Regional Land Trust	Website: <a href="http://tetonlandtrust.org">tetonlandtrust.org</a> Address: P.O. Box 247 1520 S. 500 W. Driggs, ID 83422 Phone: (208) 354-8939 Fax: (208) 354-8940 Email: <a href="mailto:info@tetonlandtrust.org">info@tetonlandtrust.org</a>	Conserve important agricultural lands, critical fish and wildlife habitat, and scenic open spaces in the Upper Snake River region of eastern Idaho for present and future generations.	Positive – widely supportive of INL activities and has INL representative on its board of directors	None	Offer tours and educational materials.





# Appendix I

## List of Targeted Reporters



## Appendix I

### List of Targeted Reporters

#### TRADE PRESS

Outlet Name	State	Contact Name	Title	Subjects	Email	Phone Number
21st Century Science & Technology	DC	Freeman, Marsha	Associate Editor	Science	editorial@21stcenturysciencetech.com	(703) 777-6943
Breaking Energy	—	Anderson, Jared	Managing Editor	Energy	janderson@breakingmedia.com	—
Breaking Energy	—	Irwin, Conway	Managing Editor	Energy; Russia	tips@breakingenergy.com	—
CleanTechnica	—	Marcacci, Silvio	Blogger and Owner	Climate Change; Energy; Solar Energy	silvio@marcaccicomms.com	—
CQ Weekly	DC	Radtke Russell, Pam	Energy Editor	Alternative/Renewable Energy; Climate Change	prussell@cq.com	(202) 650-6500
E&ENews PM	DC	Braun, Kevin	Editor in Chief	Energy; Environment; Green Building; Green Technology; Politics; Pollution	kbraun@eenews.net	(202) 628-6500
E&ENews PM	CO	Taylor, Phil	Reporter	Energy; Natural Resources	ptaylor@eenews.net	—
Electricity Journal, The	NY	Cohen, Rich	Editor	Electrical Industry; Electricity	rcohen8114@aol.com	(212) 989-5800
Electricity Journal, The	NY	Khermouch, Gerry	Managing Editor	Electrical Industry; Electricity	gkhermouch@aol.com	(212) 749-8660
Energy Argus	—	Perret, Lindsey	—	—	lperret@energyargus.com	—
Energy Compass	TX	Miller, Sarah	Editor	Oil and Petroleum	smiller@energyintel.com	(212) 532-1112
Energy Daily, The	DC	Beattie, Jeff	Reporter	Energy; General Assignment News; Natural Gas; Nuclear Energy; Oil and Petroleum	jeff.beattie@ihs.com	(703) 236-2405
Energy Daily, The	DC	Day, Jim	Reporter	Energy	jim.day@ihs.com	(202) 572-0516

Outlet Name	State	Contact Name	Title	Subjects	Email	Phone Number
Energy Daily, The	DC	Lobsenz, George	Executive Editor	Energy	george.lobsenz@ihs.com	(202) 481-3748
Energy Intelligence Briefing	DC	Lin, Rosa	Reporter	Energy	rlin@energyintel.com	(202) 662-0710
EnergyBiz	CO	Silverstein, Ken	Senior Editor	Energy; Energy and Power Supply Industry	ksilverstein@energycentral.com	(303) 782-5510
Energy-Tech	IA	Hauser-Chapman, Andrea	Managing Editor	Energy	ahchapman@woodwardbizmedia.com	(563) 588-3850
EnergyWire	MO	Tomich, Jeffrey	Midwest Reporter	Energy; Energy and Power Supply Industry; Environment	jtomich@eenews.net	—
ENR/Engineering News-Record - Washington Bureau	DC	Ichniowski, Tom	Washington Bureau Chief	Accounting; Transportation	ichniowskit@bnpmedia.com	(202) 383-2255
Environment	PA	Benner, Margaret	Managing Editor	Environment	margaret.benner@taylorandfrancis.com	(215) 625-8900
Environment & Energy Daily	DC	Bravender, Robin	Reporter	Government Regulatory Agencies; Pollution	rbravender@eenews.net	(202) 446-0410
EurekAlert	DC	Holshue, Jennifer	Editorial Coordinator	Science; Scientific Research	webmaster@eurekaalert.org	(202) 326-6211
FierceEnergy	DC	Brandt, Jaclyn	Editor	Alternative/Renewable Energy; Business; City/Metropolitan News; Energy	jbrandt@fiercemarkets.com	(202) 628-8778
Geothermal Resources Council Bulletin	CA	Crawford, Ian	Editor	Earth Science; Energy	icrawford@geothermal.org	(530) 758-2360 x101
GreenWire	DC	Northey, Hannah	Reporter	Alternative/Renewable Energy; Energy Deregulation; Nuclear Energy	hnorthey@eenews.net	(202) 446-0468
Inside Energy	DC	Newkumet, Chris	Editor in Chief	Energy; Environment	chris.newkumet@platts.com	(202) 383-2141
Inside Energy	DC	Sands, Derek	Reporter	Non-Editorial	derek_sands@platts.com	(202) 383-2241
New Energy Finance	—	Gadomski, Chris	—	—	chris.gadomski	(212) 744-1988

Outlet Name	State	Contact Name	Title	Subjects	Email	Phone Number
					@newenergyfinance.com	
PE Magazine	VA	Boykin, Danielle	Associate Editor	Engineering	dboykin@nspe.org	(703) 684-2812
Penn Energy	OK	Price, Hilton	Content Editor	Energy; Energy and Power Supply Industry	hiltonp@pennwell.com	(918) 831-9447
Platts Global Alert	NY	Rubin, Richard	Senior Editor	Energy	richard.rubin@platts.com	(212) 904-4113
POWER	TX	Patel, Sonal	Associate Editor	Energy and Power Supply Industry	spatel@powermag.com	(832) 242-1969
POWER	TX	Reitenbach, Gail	Editor	Energy and Power Supply Industry	gailr@powermag.com	(505) 466-0062
Power Engineering	OK	Dotson, Sharryn	Associate Editor	Energy and Power Supply Industry	sharrynd@pennwell.com	(918) 832-9339
Power Engineering	OK	Ray, Russell	Chief Editor	Energy and Power Supply Industry	russellr@pennwell.com	(918) 832-9368
POWERGRID International	OK	Hansen, Teresa	Editor in Chief	Utilities - Gas/Electric	teresah@pennwell.com	(918) 831-9504
Public Power	VA	Anderson, Jeannine	News Editor	Utilities - Gas/Electric	janderson@appanet.org	(202) 462-2977
Public Power	DC	Clamp, Alice	Contributing Writer	Utilities - Gas/Electric	bjclamp@starpower.net	(202) 467-2948
Public Utilities Fortnightly	VA	Gawlicki, Scott	Contributing Editor	Utilities - Gas/Electric	sgawlicki@yahoo.com	(860) 656-9259
Public Utilities Fortnightly	VA	Radford, Bruce	President, Publisher, and Editor in Chief	Utilities - Gas/Electric	radford@fortnightly.com	(703) 847-7733
Renewable Energy From Waste	OH	Sandoval, Dan	Senior Editor	Alternative/Renewable Energy	dsandoval@gie.net	(330) 523-5335
Scientific American	NY	Biello, David	Associate Editor, Environment and Energy	Energy; Environment	dbiello@sciam.com	(212) 451-8833
SpentFUEL	GA	Greene, Carlyn	Executive Director	Nuclear Energy	carlyn.greene@uxc.com	(770) 833-6339

**MAINSTREAM MEDIA**

Outlet Name	State	Contact Name	Title	Subjects	Email	Phone Number
Associated Press - Boise Bureau	ID	Ridler, Keith	Reporter	Breaking News; Environment; Natural Resources	kridler@ap.org	(208) 343-1894
Associated Press - Washington Bureau	DC	Daly, Matthew	Reporter	Non-Editorial	apwashington@ap.org	(202) 641-9000
Bloomberg News	NY	Efstathiou, Jim	Energy & Environment Reporter	Energy; Environment	jefstathiou@bloomberg.net	(212) 617-1647
Bloomberg News	NY	Polson, Jim	Reporter	Energy; Utilities - Gas/Electric	jpolson@bloomberg.net	(212) 617-5293
Daily Caller, The	DC	Bastasch, Michael	Reporter	Environment; Federal Government and Politics; Government Regulatory Agencies	mike@dailycallernewsfoundation.org	(202) 506-2027
Guardian US Online, The	NY	Schiffman, Richard	Environmental Reporter	Environment; Government Regulatory Agencies	richschiff@earthlink.net	(442) 033-5320 x00
Hill, The	DC	Cama, Timothy	Energy and Environment Reporter	Energy; Environment	tcama@thehill.com	(202) 628-8500
Hill, The	DC	Weaver, Dustin	News Editor	General Assignment News	dweaver@thehill.com	(202) 628-8500
Idaho Mountain Express	ID	Meany, Rebecca	Reporter	Community/ Neighborhood News; Energy; Health and Wellness; Medical	rmeany@mtexpress.com	(208) 726-8060
Idaho Mountain Express	ID	Tuohy, Jennifer	Magazine Editor	Features/Lifestyle	jtuohy@mtexpress.com	(208) 726-8060
Idaho Press-Tribune	ID	Beech, Holly	Reporter	Community/ Neighborhood News; Local News; Regional News	hbeech@idahopress.com	(208) 467-9251

Outlet Name	State	Contact Name	Title	Subjects	Email	Phone Number
Idaho Press-Tribune	ID	McIntosh, Scott	Managing Editor	General Assignment News	smcintosh@idahopress.com	(208) 467-9251
Idaho Statesman, The	ID	Barker, Rocky	Environment Reporter	Environment; Natural Resources	rbarker@idahostatesman.com	(208) 377-6484
Lewiston Tribune	ID	Spence, William	Political Reporter	Local Government and Politics; State Government and Politics	bspence@lmtribune.com	(208) 791-9168
Money & Politics Report	VA	Rothman, Heather	Assistant Managing Editor	Politics	hrothman@bna.com	(703) 341-3000
National Journal	DC	Foran, Clare	Energy Reporter	Energy	cforan@nationaljournal.com	(202) 739-8400
New York Times, The	NY	Cardwell, Diane	Business Reporter	Alternative/Renewable Energy; Business; Energy; Solar Energy	dmc@nytimes.com	(212) 556-1545
POLITICO	VA	Dixon, Darius	Reporter	Energy	ddixon@politico.com	(703) 647-7999
POLITICO	VA	Goode, Darren	Senior Energy and Environment Reporter	Energy; Environment	dgoode@politico.com	(703) 647-7999
Post Register	ID	Corbin, Clark	Reporter	Board of Education/ Local School District; Local Government and Politics	ccorbin@idahodnews.org	(208) 522-1800
Post Register	ID	Plothow, Roger	Publisher	Non-Editorial	news@postregister.com	(208) 542-6781
Reuters	NY	Gebrekidan, Selam	Energy Reporter	Alternative/Renewable Energy; Energy; Nuclear Energy; Oil and Petroleum; Solar Energy	selam.gebrekidan@thomsonreuters.com	(646) 223-6125
Reuters	NY	Rosenberg, Mica	Energy and Environmental Law Reporter	Energy; Environment; Immigration/ Emigration; Labor/ Unions; Law	mica.rosenberg@thomsonreuters.com	(646) 223-6735

Outlet Name	State	Contact Name	Title	Subjects	Email	Phone Number
Roll Call	DC	Hendrie, Paul	Department Editor, Energy, Environment and Transportation	Energy; Environment; Federal Government and Politics; Transportation; U.S. Congress	—	—
Roll Call	DC	Leonard, Randy	Reporter	Energy Deregulation; Environment	randyleonard@rollcall.com	(202) 650-6500
Spokesman Review - Coeur d'Alene	ID	Kramer, Becky	Environment Reporter	Energy; Environment; Utilities - Gas/Electric	beckyk@spokesman.com	(208) 765-7122
Times-News, The	ID	Brown, Nathan	Reporter	Local Government and Politics	nbrown@magicvalley.com	(208) 735-3376
Wall Street Journal - Washington Bureau	DC	Harder, Amy	Energy Reporter	Energy; Energy Deregulation	amy.harder@wsj.com	(202) 862-6631
Washington Examiner	DC	Colman, Zack	Staff Writer	Energy; Environment	Zcolman@washingtonexaminer.com	(202) 903-2000
Washington Examiner	DC	Siciliano, John	Energy and Environment Correspondent	Energy; Environment	jsiciliano@washingtonexaminer.com	(202) 903-2000
Washington Post, The	DC	Stromberg, Stephen	Editorial Page Writer	Energy; Environment; Managed Care/Health Insurance	strombergs@washpost.com	(202) 334-6370
Wired Online	CA	Stockton, Nick	Writer	Science	nick_stockton@wired.com	(415) 276-5000



# Appendix J

## Fact Sheets and Handouts

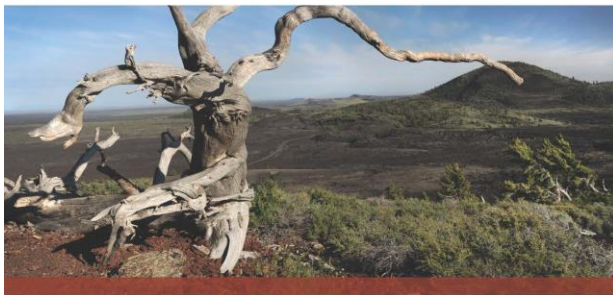


## Appendix J

### Fact Sheets and Handouts

## Snake River Geothermal Consortium Fact Sheet

### Snake River Geothermal CONSORTIUM



#### On a hot streak

Idaho National Laboratory is leading a team of researchers vying to host and operate an enhanced geothermal systems (EGS) field laboratory for the U.S. Department of Energy.

Known as the Snake River Geothermal Consortium, the INL-led team is one of five selected to participate in the first phase of DOE's Frontier Observatory for Research in Geothermal Energy (FORGE) initiative.

The goal of FORGE is to refine and prove EGS to bring it into the mainstream and provide industry with the confidence to invest in this promising technology. EGS has the potential to revolutionize the geothermal – and renewable energy – industry and greatly expand this source of clean, carbon-free baseload power.

The consortium is proposing to locate the EGS on the western edge of INL's 890-square-mile desert site along the track of the Yellowstone Hot Spot, an area renowned for its high heat flow and underground temperature.

#### Why EGS?

EGS has the potential to revolutionize geothermal and renewable energy. EGS taps into the vast heat flowing beneath the Earth's crust and converts into a steady, reliable source of baseload electricity.

#### How does EGS work?

Conventional geothermal systems are located in areas where high subsurface heat, permeable rocks, and underground water all naturally coexist. These three conditions interact to allow us to recover the earth's energy to create electricity.

With EGS, all that is needed is high subsurface heat. Once a heat source is located, researchers fracture the underground rock and then inject water to create a geothermal reservoir. This man-made process allows us to bring the heat to the surface and harness it to produce electricity.

#### Why Idaho?

The Snake River Plain, which encompasses much of southeastern Idaho, is located along the track of the Yellowstone Hot Spot, an area renowned for its high underground heat. This area has some of the highest recorded heat flow and subsurface temperatures in the U.S.

It was identified in a MIT report, "The Future of Geothermal Energy," as one of the top sites for EGS in the United States.

#### About the Snake River Geothermal Consortium

The Snake River Geothermal Consortium is made up of representatives from national labs, academia, industry and other government agencies.

SRGC research and academic members include: Idaho National Laboratory; National Renewable Energy Laboratory; Lawrence Livermore National Laboratory; the Center for Advanced Energy Studies (which includes Idaho State University, Boise State University, University of Idaho and University of Wyoming); University of Oklahoma; University of Utah. Federal and State partners include the United States Geologic Survey, Idaho Geologic Survey, and the Idaho Department of Water Resources. Private sector partners include Mink GeoHydro, Baker Hughes, Geothermal Resources Group, U.S. Geothermal, Campbell Scientific and Chena Power.



15-S0356-R1

# FORGE Fact Sheet

**PLUG INTO THE PLANET** **FORGE**  
U.S. Department of Energy  
FRONTIER OBSERVATORY FOR RESEARCH IN GEOTHERMAL ENERGY

**NATURAL GEOTHERMAL SYSTEMS**  
The presence of hot, wet rocks, permeable and fluid underground creates natural geothermal systems. Small underground pathways conduct fluids through the hot rocks, carrying energy in the form of heat through wells to Earth's surface where the conditions are right. At the surface, that energy drives turbines and generates electricity.

**ENHANCED GEOTHERMAL SYSTEMS**  
Sometimes conditions are not perfect for natural geothermal systems, the rocks are hot, but they are not very permeable and contain little water. The injection of fluid into the hot rocks enhances the size and connectivity of fluid pathways for heat-carrying fluids. Once created, an enhanced geothermal system (EGS) functions just as a natural geothermal system does. The fluids carry energy to the surface, driving turbines and generating electricity.

**FORGE**  
U.S. Department of Energy  
FORGE is an EGS laboratory where the subsurface scientific community can test and improve new technologies and techniques for creating and sustaining next-generation geothermal systems.

**REPRODUCIBLE RESULTS = TREMENDOUS POTENTIAL**  
**100+ GWe** OF ECONOMICALLY VIABLE CAPACITY  
More than 100 GWe (gigawatts electric) of economically viable capacity may be available in the continental United States, representing a nearly **100-fold increase** over present geothermal power generating capacity.

**100 MILLION** AMERICAN HOMES POWERED WITH GREEN ELECTRICITY  
This potential could supply power to 100,000,000 homes in the United States, and it represents a domestic energy source that is clean, reliable, flexible, and renewable.

**ENERGY.GOV/FORGE**

**FORGE**  
U.S. Department of Energy

The Energy Department envisions **FORGE** as a dedicated site where scientists and engineers will be able to develop, test, and accelerate breakthroughs in enhanced geothermal system (EGS) technologies and techniques.

EGS is the new frontier in renewable energy: man-made, electricity-producing geothermal reservoirs that can be created anywhere on the planet where there is accessible hot rock.

**FORGE's** mission is to enable cutting-edge research and drilling and technology testing, as well as to allow scientists to identify a replicable, commercial pathway to EGS. In addition to the site itself, the **FORGE** effort will include a robust instrumentation, data collection, and data dissemination component to capture and share data and activities occurring at **FORGE** in real time. This innovative research, coupled with an equally innovative collaboration and management platform, is truly a first-of-its-kind endeavor.

**For more information go to**

**ENERGY.GOV/FORGE**

# EGS Fact Sheet

**U.S. DEPARTMENT OF ENERGY** Energy Efficiency & Renewable Energy Geothermal Technologies Office

**Natural Geothermal Systems**  
To generate power from natural geothermal systems you need:

- Abundant heat found in rocks at depth
- Fluid to carry heat from the rocks
- Small pathways to conduct fluid through the hot rocks

**Problem**  
Despite the presence of heat, sometimes conditions are not ideal for power generation from natural geothermal systems. In these cases you have:

- Abundant heat found in rocks at depth
- Insufficient fluid to carry the heat
- Limited pathways to conduct fluid

**ENHANCED GEOTHERMAL SYSTEMS**

**Solution**  
A man-made enhanced geothermal system (EGS) can extract the abundant heat resource tens of thousands of feet below the surface and put it to good use. This would require:

**What makes EGS?**

- An abundant, previously-stranded, heat source
- Fluid injected from the surface
- Permeable pathways enhanced by injected fluids

**With an enhanced geothermal reservoir, you can generate power anywhere with hot rocks at depth!**

**ENERGY THAT Works AROUND THE CLOCK**  
EGS is a reliable, baseload energy source. It can provide power 24 hours a day, 365 days a year, independent of weather conditions and with the flexibility to meet consumer demand.

**GREEN TECHNOLOGY FOR A Greener WORLD**  
Power plants built for EGS emit **every** little CO<sub>2</sub> over their lifetime.

**CO<sub>2</sub> Emissions**

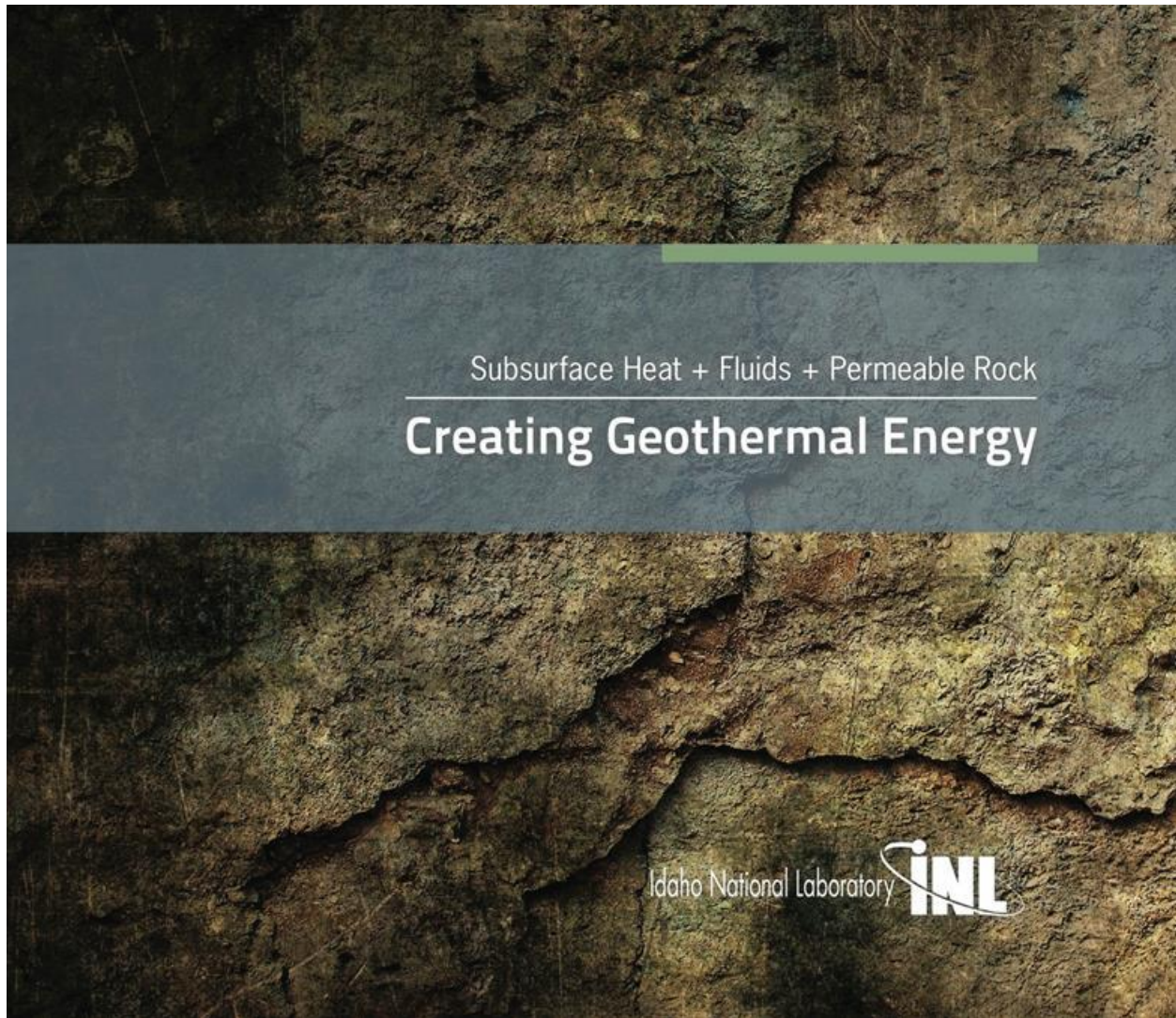
- 0.05 kg Geothermal Binary Closed Loop Plant\* Life Cycle of 30 years
- 8.91 kg Using 1 Gallon of Motor Gasoline†

**CLEAN ENERGY FOR AMERICA'S HOMES**  
If this house represents *all* the households in Chicago, EGS has the potential to **power** this:

EGS could provide more than 100 GWe for the American people: the equivalent of 100,000,000 homes!

**U.S. DEPARTMENT OF ENERGY** Energy Efficiency & Renewable Energy  
For more information visit: [geothermal.energy.gov](http://geothermal.energy.gov)  
GEO-10-003 • April 2010

## Creating Geothermal Energy Brochure\*



\*Full 10-page version available for download at:

<https://caesenergy.org/wp-content/uploads/2015/05/Geothermal-Energy-Fact-Sheet.pdf>

## Appendix K

### Potential Scenario: Aquifer Contamination





## Appendix K

### Potential Scenario: Aquifer Chemical Contamination

Water tests reveal trace amounts of a chemical used at the FORGE facility in the local aquifer. Even though the SRGC is unsure whether the chemical came from its operations, members of the community begin calling for the closure of the FORGE site and raise questions about whether the chemical may be tied to some illnesses among those living nearby.

In coordination with DOE and INL, SRGC will provide appropriate responses to media and to the local community until the source of the chemical contamination is identified and the situation has calmed.

Please refer to the [snakerivergeothermal.org](http://snakerivergeothermal.org) website for updates.

#### Messages

1. Our primary concern is to ensure the safe operation of the FORGE facility and the security of our employees and members of the community as we develop this renewable, efficient energy source.
2. We're concerned about the discovery of this chemical in the aquifer, but, as of now, we are unsure whether its presence is related to operations at the FORGE facility.
3. In the meantime, we have initiated a rigorous investigation into the use of this chemical at the site and will immediately stop its use until we determine the source of the small amount found in the aquifer.

#### Internal Communications

- Inform INL staff, DOE, and the SRGC's member partners of the situation, and provide them all outgoing public messaging and updates in a timely manner.
- Inform staff to refrain from answering media inquiries, and instruct them to direct inquiries to the communications lead.
- Provide internal staff with talking points and parameters for responding to stakeholders they interact with on a regular basis, with the most prominent answer being to direct stakeholders to the public statements.

#### External Communications

- **Standby Statement**

*SRGC Begins Investigation to Identify Potential Chemical Contamination Source*

As an active and committed member of the local community, we are concerned about the discovery of trace amounts of a chemical in the local aquifer and are actively working with local officials to help determine its source. We have already stopped any use of this chemical at the facility and have started an intensive investigation to help determine if its presence came from this facility.

If we discover any relationship between the contamination and our facility, we will immediately take steps to prevent it from happening again. We appreciate your patience and understanding as we work to ensure the FORGE facility is operating correctly and safely as we develop this renewable, efficient energy source.

- **Homepage Story**

*SRGC Halts Use of Chemical Found in Aquifer, Starts Investigation to Help Identify Source*

The recent discovery of the trace amounts of a chemical in the local aquifer is a primary concern to the Snake River Geothermal Consortium, and, as such, we have suspended all use of the chemical at

the facility. In addition, we have started an intensive investigation to determine if the presence of the chemical in the aquifer came from this facility.

If this contamination is found to come from our facility, we will immediately take steps to prevent it from happening again. We appreciate your patience and understanding as we work to ensure the FORGE facility is operating correctly and safely as we develop this renewable, efficient energy source.

### **Objectives**

- Short-term: Take steps to prevent any additional chemical contamination, and institute an open dialog with the community.
- Long-term: Ensure the safety of the FORGE facility and its reputation among the local community and with the DOE and other regulators.

## Appendix L

### Potential Scenario: Local Seismic Activity



## Appendix L

### Potential Scenario: Local Seismic Activity

On a Saturday morning, a magnitude 4.0 earthquake is felt in the Arco, Idaho, a community near the FORGE site. While there are no lost lives or injuries, several older structures suffered minor damage. Our real-time data system is being used to track the hypocenter of the event, and the most current information will be posted to the [snakerivergeothermal.org](http://snakerivergeothermal.org) website.

In coordination with DOE and INL, the SRGC will provide appropriate responses to media and to the local community regarding the incident.

#### Messages

1. Our thoughts are with those in the community who have had loss of property due to the recent earthquake.
2. Our primary concern is to ensure the safe operation of the FORGE facility and the security of our employees and members of the community as we develop this renewable, efficient energy source.
3. While earthquakes are common and occur naturally in many places across the country, we will be working with trained seismologists and geologists to determine to the best of our ability whether a connection exists between this activity and operations at the FORGE facility.

#### Internal Communications

- Inform INL staff, DOE, and the SRGC's member partners of the situation, and provide them all outgoing public messaging and updates in a timely manner.
- Prepare a map showing the hypocenter of the event and determine if it is located within the FORGE area of operations.
- Inform staff to refrain from answering media inquiries, and instruct them to direct inquiries to the communications lead.
- Provide internal staff with talking points and parameters for responding to stakeholders they interact with on a regular basis, with the most prominent answer being to direct stakeholders to the public statements.

#### External Communications

- **Standby Statement**

*SRGC Begins Investigation to See if Link Exists between Recent Seismic Activity and FORGE Facility*

In the wake of Saturday's earthquake, the Snake River Geothermal Consortium (SRGC) has started an investigation with leading seismic experts to determine if any connection exists between the facility and the seismic event. The safety of the local community is a primary concern of the SRGC, and our thoughts are with those impacted by the earthquake.

- **Homepage Story**

*SRGC Starts Investigation to Determine if Link Exists between Recent Seismic Activity and FORGE Facility*

Following Saturday's earthquake, the Snake River Geothermal Consortium (SRGC) has started an investigation with leading seismic experts to determine if a relation exists between the facility and the seismic event. The safety of the local community is a primary concern of the SRGC, and our thoughts are with those impacted by the earthquake. Our real-time data system is being used to track the hypocenter of the event and the most current information will be posted to the [snakerivergeothermal.org](http://snakerivergeothermal.org) website.

**Objectives**

- Short-term: Reassure local community of the SRGC's commitment to their safety.
- Long-term: Reinforce the reputation of the FORGE facility as being committed to the local community and active in preventing any negative impacts.