

External Affairs & Corporate Communications Outreach and Engagement

Kevin Lanahan

VP External Affairs & Corporate Communications

Management Committee Meeting

September 29, 2021

June Joint Board Meeting

■ What we heard

- Concerns with CLCPA implementation
- Concerns for the 2022 legislative session
- NYISO should increase engagement with lawmakers/policymakers
- NYISO should communicate the complexities of maintaining reliable electric service using intermittent technologies
- NYISO should educate on how the power system operates

June Joint Board Meeting

■ Our takeaways

- We need to create a broader 2022 public affairs outreach campaign
 - How we communicate and distribute content needs to shift
- We need to create a “sharper” 2022 campaign
 - The content we build needs to be sharply themed on **reliability**
- We’ve done a good job so far with target audiences (lawmakers, policymakers, media, opinion leaders) but not as good communicating to MPs

What We Do

Communicate, Educate, Relate.

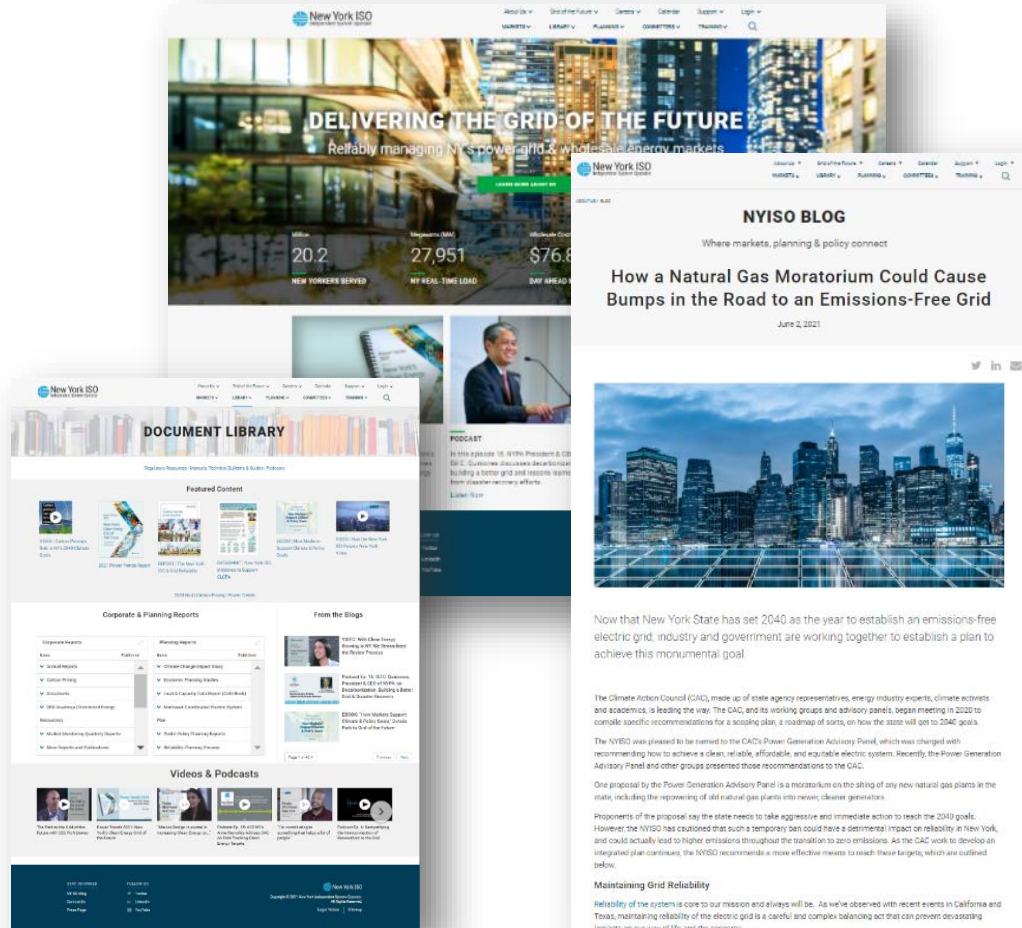
External Affairs & Corporate Communications

- Corporate Communications
- Regulatory Affairs
- Government Relations
- Media Relations
- Community Affairs
- Stakeholder Services
- Member Relations

Corporate Communications

- Controlling the narrative
- Brand and reputation management as the authoritative source
- Multi-channel approach: “Be Everywhere”

- Issues management
- Grassroots, in-person meetings
- Website campaign pages
- Social, video, podcasts
- Blog
- Newsletters



Social Growth



LinkedIn exceeds 10,000+ followers

- Now surpassing other ISOs
- Majority of employees now follow us



Twitter at 3,329 followers

- Up 32% YOY from 2016
- Widely used by media
- “Fuel Mix Fridays” helped growth



YouTube

- 69 videos & podcasts & growing
- 25,000 views/listens



Apple



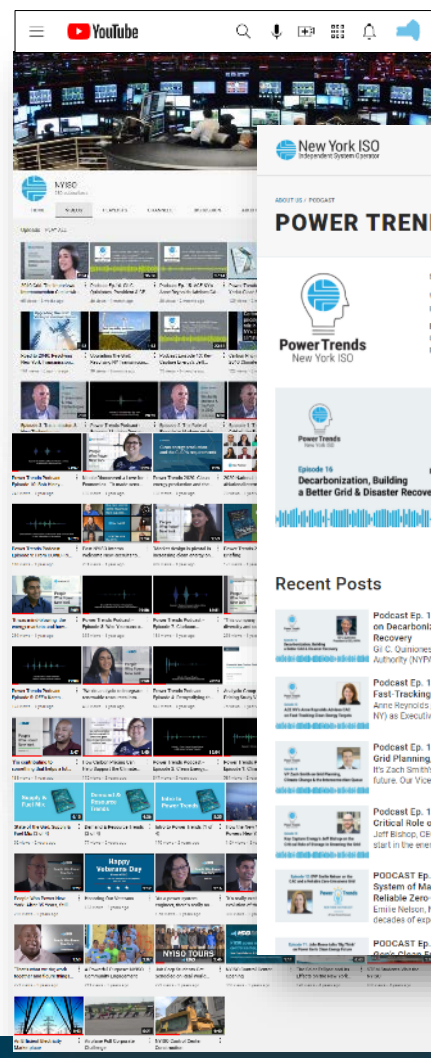
Spotify

Podcast expansion

- > 8,600+ collective listens



Google



New York ISO

Government Affairs Newsletter

- 2,400 circulation
- Audience engagement demonstrated by influencers at all levels:
 - MPs & stakeholders
 - NYS Legislature & Staff
 - FERC & Federal agencies
 - Influencers



Monthly update from the
New York Independent System Operator



Monthly update from the
New York Independent System Operator

How We Keep the Grid Reliable in NY



Recent weather-related outages in parts of the state spurred discussion about how the New York ISO maintains the reliability of the power grid in New York. To learn more about the NYISO's unique approach to maintaining grid reliability and how its markets are different from other ISOs, read the blog [HERE](#). Read the Report [HERE](#).

Offshore Wind and the Role of New Transmission



A \$2B investment in 370 miles of new transmission is underway

As New York State moves forward with its plan to grow offshore wind to 9 gigawatts (GW) or more, we are preparing for the necessary transmission changes needed to support this new source of energy. Part of our role as managers of the electric grid is to run the Public Policy Transmission Planning Process that identifies transmission investments needed to achieve a public policy goal, such as increased renewable energy production.

Read more on the recent public policy transmission projects underway and the necessary steps to move NY towards a zero-emissions grid by 2040 [HERE](#).

Road to 2040: Interconnection Queue Clean Energy Investments



Our Interconnection Queue, where all proposed projects are evaluated for their impact on the grid, is a key process on our 2040 grid. Today, we are seeing an unprecedented number of clean energy projects in the queue. To see how our wholesale energy markets help promote this technology and benefit the grid, read the blog [HERE](#).

Forecasting the Power Needs of the Future

How a Natural Gas Moratorium Could Cause Bumps in the Road to an Emissions-Free Grid



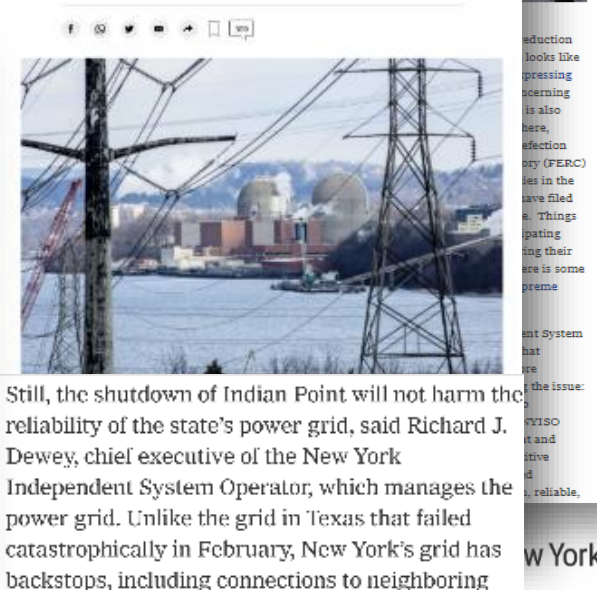
NYISO in the News

- May 27 | [RTO Insider](#) | NYISO Monitor Urges Market Incentives for Clean Grid
- June 08 | [RTO Insider](#) | NYISO Soliciting Stakeholder Input on Changes to BSM
- June 09 | [Albany Times Union](#) | Newest Stretch of NY's Massive 'Energy Highway' is Opening
- June 09 | [Daily Gazette](#) | New Power Lines in Rotterdam are a Step Toward a Carbon-Free New York
- June 20 | [RTO Insider](#) | NYISO Discusses FERC Order 2222 Compliance



Media Relations

- Strategic, proactive media outreach and vigorous story placement
- Relationship building; rapid response
- Tier 1 media placements:
 - Forbes, Crain's, The Hill, Wall Street Journal, Washington Post, Spectrum
- Crisis communications



Thought Leadership

Trade bylines, Tier 1 features

- POWER Magazine, Crain's NY, City & State
- Capitol Pressroom, Spectrum News
- City & State 100; Responsible 100

Keynotes, panels & podcasts

- AWEA, REBNY, Real Estate Roundtable, Columbia University Law School
- EPSA inaugural podcast
- NYPA press conference

World Economic Forum

- Our bylined blog earned 41K views
- WEF produced video featuring Rich
- CEO participation in global industry strategy meetings

THE HILL
Carbon pricing proposal in New York provides path to nation's clean energy future
BY RICHARD J. DEWEY, OPINION CONTRIBUTOR — 02/04/20 09:30 AM EST
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL
237 COMMENTS

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COVID-19 continues to evolve. Subscribe today for fact-based updates.
Opinion
New York needs long-term energy planning (opinion)
Updated Mar 27, 20:25 AM Eastern Mar 27, 2020 AM

Across the country, policymakers at all levels have initiatives to address climate change. New York is no exception. Legislation just "reaffirms the state's requirement that the electric sector reduce emissions" by 2050.

So how do we get to a zero-emission system? System Operator (NYISO) is working on the most ambitious and New York's success, goal for the nation to reduce greenhouse gas emissions.

Our proposal is to incorporate the social cost into New York wholesale electricity markets.

The NYISO is a private, non-profit organization that operates the state's electric grid and its wholesale, competitive electricity markets. In the past few years, electricity markets have promoted competition and the lowest cost for consumers. It has encouraged deployment of efficient, combined cycle gas more polluting generators, improving economic and environmental benefits. New York has a proven history of rewarding market participants for providing the most reliable power to its customers.

Carbon pricing is a key element of a comprehensive energy strategy that can help meet the need for New York to continue to invest in grid reliability and resilience as it undertakes long-term planning. In the Feb. 18, 2020, the plan, an October 2020 delivery timeline, and an ongoing reliability plan that was developed by the market state that passed through the NYISO's comprehensive review and approval.

By Michael Feiler

Recent power outages in the United States and across the globe have demonstrated the need for New York to continue its investment in grid reliability and resilience as it undertakes long-term planning.

As the financial capital of the world, it is likewise imperative for New York to beef up its cybersecurity protocols for utilities and generators to ensure that



Outreach on the Federal Level

Hill Briefings | NYS Congressional Delegation Offices

- Rep. Thomas Suozzi (NY-03)
- Rep. Kathleen Rice (NY-04)
- Rep. Gregory Meeks (NY-05)
- Rep. Andrew Garbarino (NY-02)
- Rep. John Katko (NY-24)
- Rep. Hakeem Jeffries (NY-08)
- Rep. Chris Jacobs (NY-27)
- Rep. Claudia Tenney (NY-22)
- Rep. Elise Stefanik (NY-21)
- Rep. Brian Higgins (NY-26)
- Rep. Lee Zeldin (NY-01)
- Rep. Yvette Clarke (NY-09)
- Rep. Adriano Espaillat (NY-13)
- Rep. Ritchie Torres (NY-15)
- Rep. Meng (NY-06)
- Rep. Paul Tonko (NY-20)
- Rep. Joseph Morelle (NY-25)
- Rep. Sean Patrick Maloney (NY-18)
- Rep. Antonio Delgado (NY-19)



Outreach on the State Level

NYS Senate

- Sen. Kevin Parker [Speaker] | Chair, Telecom & Energy
- Sen. Leroy Comrie | Chair, Corporations, Authorities & Commissions Committee
- Sen. Jessica Ramos | Chair, Labor Committee
- Sen. Kevin Thomas | Chair, Consumer Protection Committee
- Sen. George Borrello
- COS/LD/Counsel/Staffers to Benjamin, Comrie, Cooney, Brooks, Jacobs, Metzger, Persaud, May, Reichlin-Melnick, Thomas, Ryan, Kavanagh Jackson & Salazar

NYS Assembly

- Asm. Michael Cusick | Chair, Energy Committee
- Asm. Amy Paulin | Chair, Corporations, Authorities & Commissions Committee
- Asm. Philip Palmesano
- COS/LD/Counsel/Staffers to Cusick, Paulin, Hunter, Weinstein, Buchwald, McDonald, Simon, Griffin

NYS Senate & Assembly Committees

- NYS Senate Majority Finance
- NYS Senate Majority Counsel & Program
- NYS Assembly Ways & Means

One media engagement: thousands of website visits



The Washington Post
Democracy Dies in Darkness

Will Englund
Washington, D.C.

Energy reporter for the Financial section and a veteran Moscow correspondent

Education: Harvard College, AB in English; Columbia University Graduate School of Journalism, MS

The Washington Post
Democracy Dies in Darkness

Coronavirus Latest news

Business

See how covid-19 is reshaping the electric rhythms of New York City

The coronavirus is changing the tempo of New York and other cities and states across the

The Washington Post
Democracy Dies in Darkness

2021

Business

The grid's big looming problem: Getting power to where it's needed

Biden's infrastructure plan, if it gets final approval, will have its work cut out for it

The Washington Post
Democracy Dies in Darkness

Business

The grid's big looming problem: Getting power to where it's needed

Biden's infrastructure plan, if it gets final approval, will have its work cut out for it

Top Photos Videos

nyiso Jun 21
The nation's electric grid is at a turning point as it looks to enter the new decade with a...

The grid's big looming problem: Getting power to where it's needed. As the Biden administration pushes for electric cars, trains and buses, and a widespread conversion to electric heating, the nation's already...

1 retweet 1 like

Message:
Hi -- I'm with the Washington Post and am hoping I can speak with someone about your operations during the pandemic, especially looking at the hour-by-hour changes. I listened to the excellent podcast with Wes Yeomans, and am looking at the real-time dashboard, and have a few questions about both. Thank you. Hope to hear from you.



George Press Award, 2008
Overseas Press Club award, 1998



Our mission, in collaboration with our stakeholders, is to serve the public interest and provide benefit to consumers by:

- Maintaining and enhancing regional reliability
- Operating open, fair and competitive wholesale electricity markets
- Planning the power system for the future
- Providing factual information to policymakers, stakeholders and investors in the power system



Questions?