



# **First 100 Days – Corporate & Public Affairs**

**Kimberly Harriman**

September 27, 2016

# Corporate & Public Affairs – First 100 Days



**Community &  
Government Affairs**



September 27, 2016

# Corporate & Public Affairs - First 100 Days

## First 100 Days: **Top Priorities**

1. Identify thought leading/problem solving opportunities with agency partners.
2. Refocus communications strategy to reach intended audience.
3. Partner with stakeholders to accomplish initiatives and goals.
4. Reinvigorate the Environmental Justice and Sustainability Program.

September 27, 2016

## Corporate & Public Affairs - First 100 Days



Regulatory + Proactive Steps = Achievement of Energy Policies

1. Strengthen lines of communication with key regulatory partners.
2. Identify and leverage opportunities to be at the creation/development table.
3. Provide solutions with identification of concerns.

September 27, 2016

# Corporate & Public Affairs - First 100 Days



Who is our audience?

1. Identify the audiences we need to reach – Customers, government/regulatory, industry, financial community, etc.
2. Craft messages in a manner that speak to the audience(s).
3. Utilize the communications medium that best works with the intended audience.

September 27, 2016

# Corporate & Public Affairs - First 100 Days

## Community & Government Affairs



Proactively enlist partners to achieve goals.

1. Identify strategic initiatives and challenges and the geographic area of impact.
2. Determine impacted stakeholders.
3. Interact with stakeholders in order to support accomplishment of initiatives and challenges.

September 27, 2016

# Corporate & Public Affairs - First 100 Days

## Environmental Justice



1. Apply broader definition of EJ to stakeholder identification – communicate internally
2. Identify all business units that possibly touch EJ issues.
3. Key in on decision making steps within those units
4. Introduce EJ at an early point in those discussions
5. Improve issue identification for NYPA via better relationships and dialogue with key EJ stakeholders

September 27, 2016

# Corporate & Public Affairs - First 100 Days



## Sustainability

1. Develop a Departmental Plan to support Sustainability Plan
2. Establish Sustainability Program budget
3. Create an Interdepartmental Sustainability Committee
4. Reassess Employee Engagement Initiatives

September 27, 2016