



STAKEHOLDER AND COMMUNITY RELATIONS

PUBLIC AFFAIRS COUNCIL
STATE & LOCAL GOVERNMENT RELATIONS CONFERENCE
ALEXANDRIA, VIRGINIA

STEVEN JUMPER / SEPTEMBER 27, 2017



WGL

ENERGY ANSWERS.
ASK US.

IN PUBLIC AFFAIRS,
THE WORST TIME TO
LOOK FOR A FRIEND IS
WHEN YOU NEED ONE.

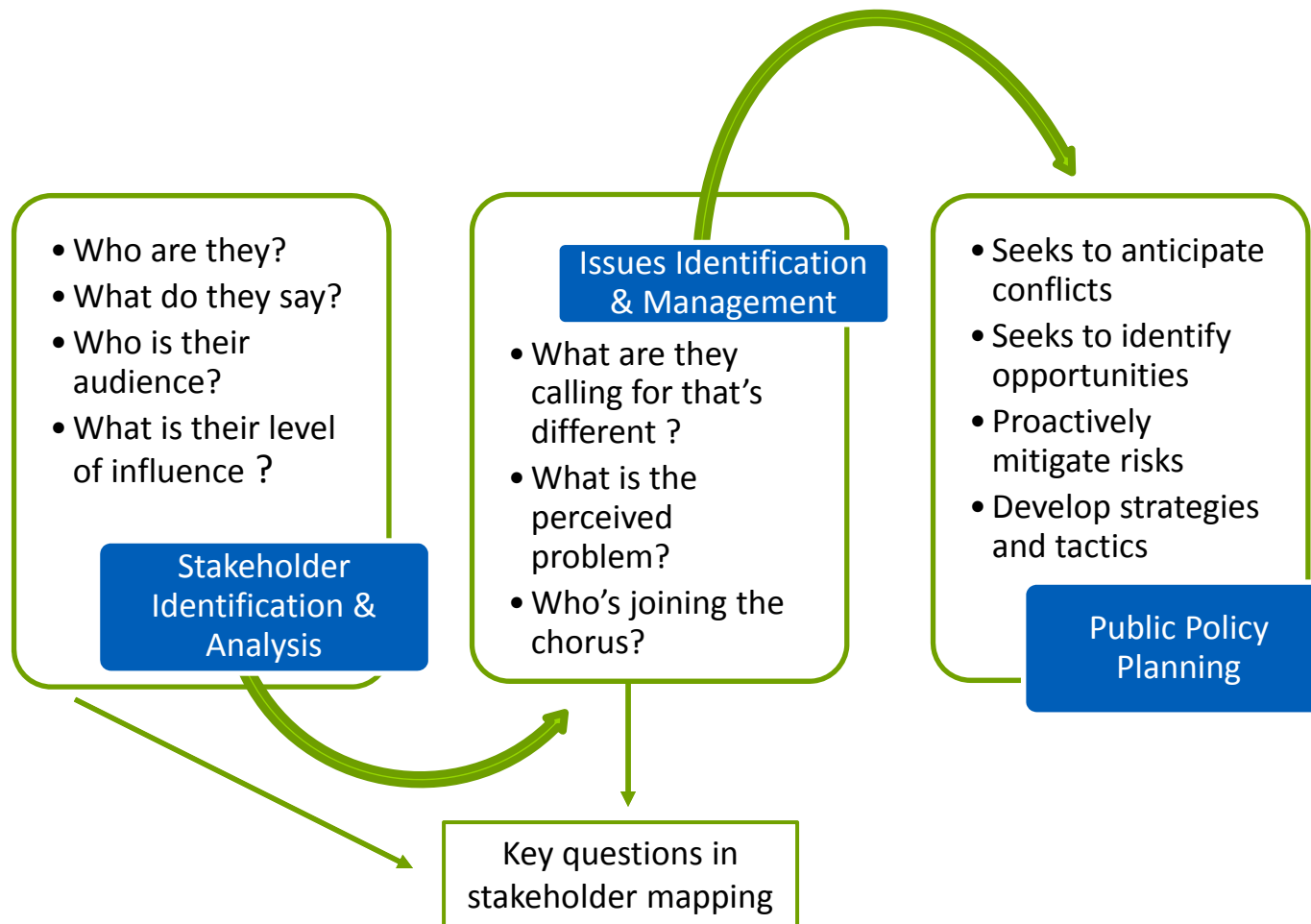
HARD TO FIND, LUCKY TO HAVE

The Largest Protest in World History



had its roots at a kitchen table.

PUBLIC POLICY PLANNING BEGINS WITH STAKEHOLDER ANALYSIS



WHO IS A STAKEHOLDER?

IN THE CONTEXT OF PUBLIC AFFAIRS, A STAKEHOLDER IS:

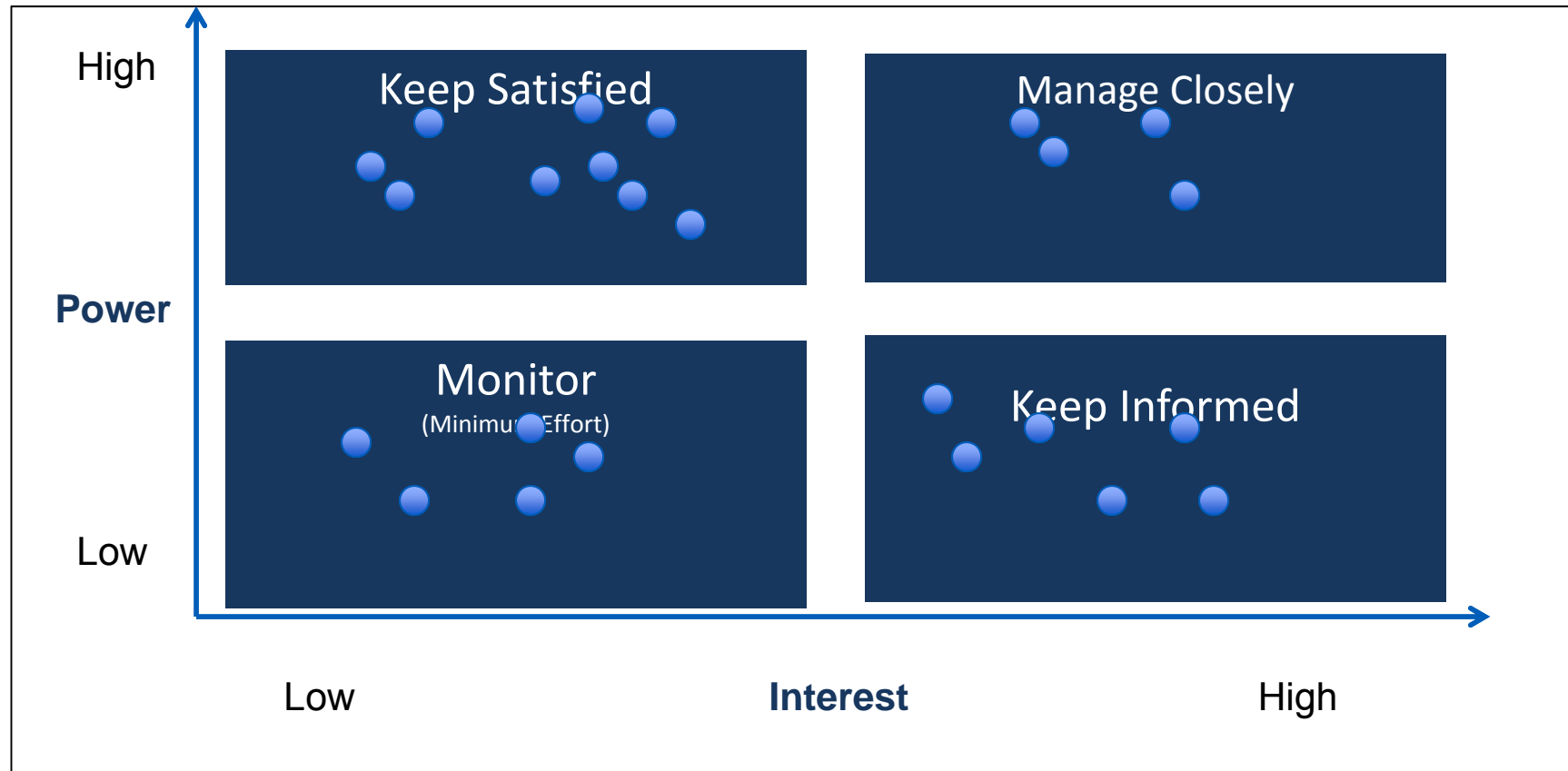
Any person or group that has an interest in the success of a plan, system or organization that seeks to influence policy outcomes resulting in new policies, regulations, laws, quotas, etc.

Typically they include:

- ☐ Elected officials
- ☐ NGOs
- ☐ Employees
- ☐ Shareholders
- ☐ Customers
- ☐ Concerned Citizens

Stakeholder mapping and engagement is a business-critical decision.

SAMPLE STAKEHOLDER MAP



COMMUNITY RELATIONS

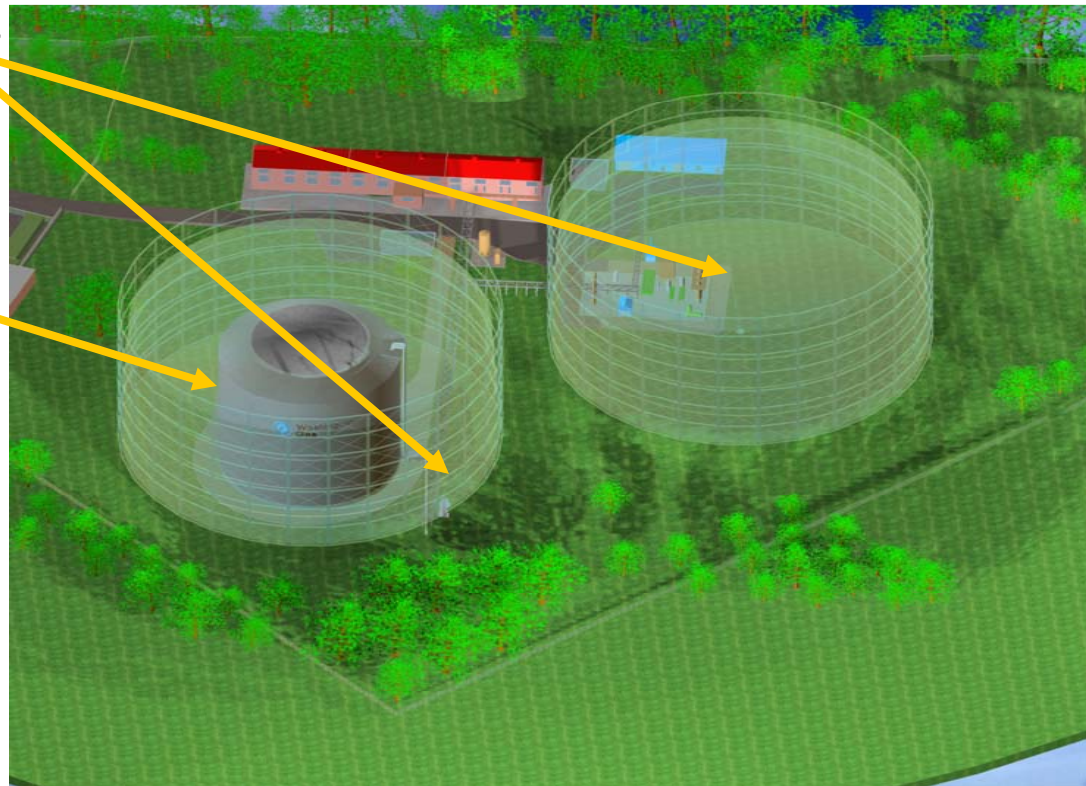
CHILLUM LNG STORAGE

- **Former storage tanks**

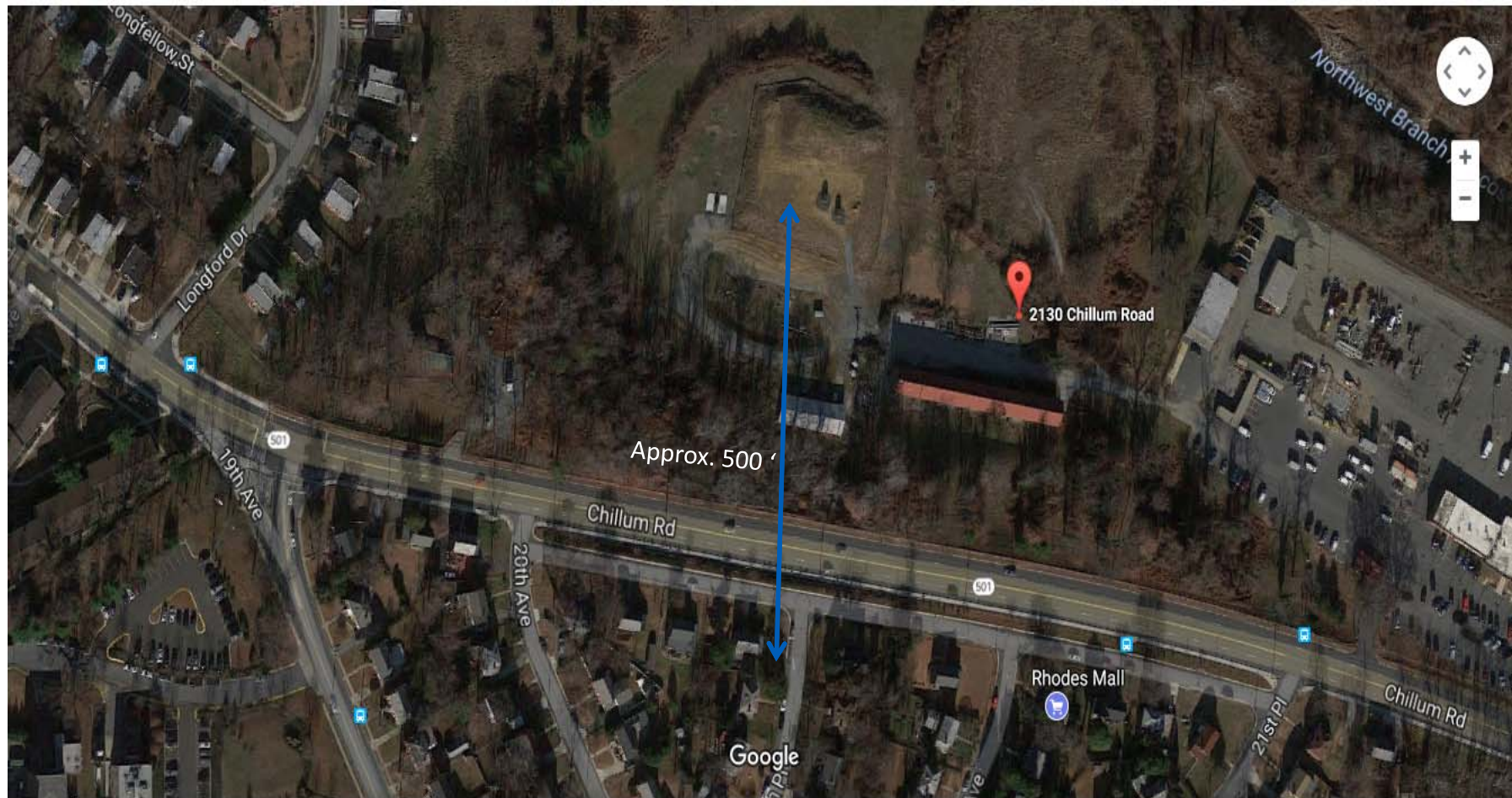
- ▶ Diameter: 303 feet
- ▶ Height: 170 feet

- **New storage tank (1)**

- ▶ Diameter: 144 feet
- ▶ Height: 153 feet



“NOT IN OUR BACK YARD”



COMMUNITY RELATIONS

IN THE AGE OF ONLINE ACTIVISM

[HTTPS://HBR.ORG/2009/11/COMMUNITY-RELATIONS-20](https://hbr.org/2009/11/community-relations-20)

- ❑ In today's hyper connected world, a company's community has few geographical barriers.
- ❑ IT-enabled collaborative tools such as social network, wikis, blogs and listserves greatly increase a community's speed of formation and magnify its impact and reach.
- ❑ Users increasingly treat these venues as their *first* stop in gathering data and forming an opinion.
- ❑ Social media platforms enhance the power of online communities in four ways:
 1. They promote deep relationships
 2. They allow fast organization
 3. They improve the creation and synthesis of knowledge
 4. They permit better filtering of information

COMMUNITY RELATIONS

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- ☐ Company approach should distinguish between two fundamental activities:
 - ☐ Preventing damage to your reputation and brand
 - ☐ Identifying new opportunities
- ☐ Tap into those employees already active in online communities
- ☐ Know the influencers in your communities (faith leaders, ANCs, pr pros (who work from home), etc.)



THANK YOU

Steven Jumper
Director, Corporate Public Policy
WGL
sjumper@washgas.com