

# Lighthouse Wind, LLC

## Niagara and Orleans Counties, New York

Erin O'Dell-Keller  
Manager, Outreach and Education  
Office of Consumer Services  
New York State Public Service Commission  
Empire State Plaza  
Agency Building 3  
Albany, NY 12223-1350

September 24, 2014

Dear Ms. O'Dell-Keller,

As you know, we continue to implement the Public Involvement Program ("PIP") Plan, previously reviewed and approved by Department of Public Service Staff for the Lighthouse Wind project. To date, we have held many successful outreach events and meetings, as outlined in our plan. We also continue to improve methods for implementing our PIP outreach, including assessing the use of social media as an effective outreach tool. After receiving feedback from Lighthouse Wind stakeholders, who requested that we use Facebook as a method of distributing information about the project, we launched a Facebook page for the project. The project's Facebook page was launched on July 22, 2015 and is located at <https://www.facebook.com/lighthousewindny>.

We are using the Facebook page to post information about the project and wind energy, and we post regularly to help keep the information fresh and engaging. This content compliments materials that can be found on the project's website [www.lighthousewind.com](http://www.lighthousewind.com). Unfortunately, in recent weeks, the commenting feature of our page has been used by some to post comments of an unconstructive and offensive nature. In order to address this issue, we have revised and posted our comment policy, which reads:

It is the policy of Lighthouse Wind to engage in open and honest dialogue about the project and its impacts and opportunities for the area. We encourage the community to share their opinions but will not allow comments on Facebook that are profane, abusive, or intentionally misleading.

For a short period, while we were updating our comment policy, we temporarily suspended the posting of all comments. As I write this letter, Facebook commenting has been reopened on our page, and all comments will be allowed that comply with the commenting policy. We are in the process of reviewing the comments that were posted during the suspension period, and we are making all comments that meet our guidelines visible to our Facebook visitors.

In addition, in the interest of ensuring that all questions and responses regarding the project are being captured for incorporation into our bi-monthly email log, we are informing all individuals who post a question on our Facebook page that they must email their question to [info@lighthousewind.com](mailto:info@lighthousewind.com) in order to receive a response. We are not able to respond to specific project questions and record responses to those questions through our Facebook page, but we hope this opportunity makes it convenient for interested individuals to reach out to us via email

with their questions. Again, we are making it clear to commenters that comments on the Facebook page do not substitute for the formal submission of comments in this proceeding.

If you or any members of your staff have questions in regard to this matter, please feel free to contact me at (518) 429-0229.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Fitzgerald", with a long horizontal flourish extending to the right.

Daniel Fitzgerald  
*Senior Development Manager, Lighthouse Wind*  
[www.lighthousewind.com](http://www.lighthousewind.com)