Final Comments Summary Report

Programmatic EIS for the 2017-2022 Outer Continental Shelf Oil and Gas Leasing Program

October 2016

Prepared for:

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LIST OF ACRONYMS

BOEM	Bureau of Ocean Energy Management
BSEE	Bureau of Safety and Environmental Enforcement
CEQ	Council on Environmental Quality
CFR	Code of Federal Regulations
EIS	Environmental Impact Statement
ESA	Endangered Species Act
FR	Federal Register
GOM	Gulf of Mexico
NEPA	National Environmental Policy Act
NGO	nongovernmental organization
NOA	Notice of Availability
OCS	Outer Continental Shelf
OCSLA	Outer Continental Shelf Lands Act
U.S.C.	United States Code
USDOI	United States Department of the Interior

1. INTRODUCTION AND BACKGROUND

Section 18 of the Outer Continental Shelf Lands Act (OCSLA) (43 United States Code [U.S.C.] 1344) requires the Secretary of the United States Department of the Interior (USDOI) to prepare a five-year schedule that specifies the size, timing, and location of areas to be assessed for Outer Continental Shelf (OCS) oil and gas leasing. On March 15, 2016, the Proposed Program for a 2017 to 2022 leasing program was published. The Proposed Program includes six planning areas: three in the Gulf of Mexico (GOM) and three offshore Alaska (**Figure 1**). The Proposed Program schedules 13 potential lease sales in those areas for the 2017 to 2022 period: 10 sales in the GOM and 3 off the coast of Alaska (**Table 1**).

Table 1. Schedule of Lease Sales Analyzed in the Draft Programmatic EIS

	Year	Area	Sale Number
1	2017	Gulf of Mexico	249
2	2018	Gulf of Mexico	250
3	2018	Gulf of Mexico	251
4	2019	Gulf of Mexico	252
5	2019	Gulf of Mexico	253
6	2020	Gulf of Mexico	254
7	2020	Beaufort Sea	255
8	2020	Gulf of Mexico	256
9	2021	Gulf of Mexico	257
10	2021	Cook Inlet	258
11	2021	Gulf of Mexico	259
12	2021	Gulf of Mexico	261
13	2022	Chukchi Sea	262

The OCSLA also requires that the OCS Program is managed to ensure a proper balance among oil and gas production, environmental protection, and impacts to the coastal zone. The USDOI's Bureau of Ocean Energy Management (BOEM) manages the leasing, exploration, and development of the nation's offshore oil and gas resources; this responsibility includes preparation and implementation of the Five-Year Oil and Gas Leasing Program.

BOEM has decided to prepare a Programmatic Environmental Impact Statement (Programmatic EIS) under the National Environmental Policy Act (NEPA) (42 U.S.C. 4321 *et seq*.) and its implementing regulations as a vehicle for conducting and disclosing the environmental analyses for the Program. The information in this Programmatic EIS is intended to inform the Secretary's ultimate Program decision. BOEM's decision to prepare the Programmatic EIS is discretionary because the U.S. Court of Appeals for the District of Columbia has ruled that the approval of an oil and gas program does not constitute an irreversible and irretrievable commitment of resources, and that, in the context of BOEM's multiple-stage oil and gas leasing program, the obligation to fully comply with NEPA does not mature until leases are issued (*Center for Biological Diversity v. Department of the Interior*, 385 563 F.3d 466 [D.C. Cir. 2009]; *Center for Sustainable Economy v. Jewell*, 779 F.3d 588 [D.C. Cir. 2015]). Although approval of the Program would not result in an irretrievable and irreversible commitment of resources, BOEM has chosen to analyze potential environmental impacts that could result if leasing, exploration, and development activities eventually occur due to implementation of the 2017-2022 Program. The Programmatic EIS serves as a reference document to implement the "tiering" and "incorporation by reference" objectives detailed in NEPA's implementing regulations (40 CFR part 1502.20); future lease sale or site-specific EISs or environmental assessments may tier from and reference appropriate sections of this Programmatic EIS to reduce reiteration of the same issues and effects, allowing subsequent analyses to focus on specific issues and effects related to a particular lease activity.

The issuance of the Draft Programmatic EIS began a public comment period that continues the public involvement under 40 CFR part 1506.6 of the CEQ regulations. During the comment period, BOEM actively solicits input from the public regarding the information included in the Draft Programmatic EIS.

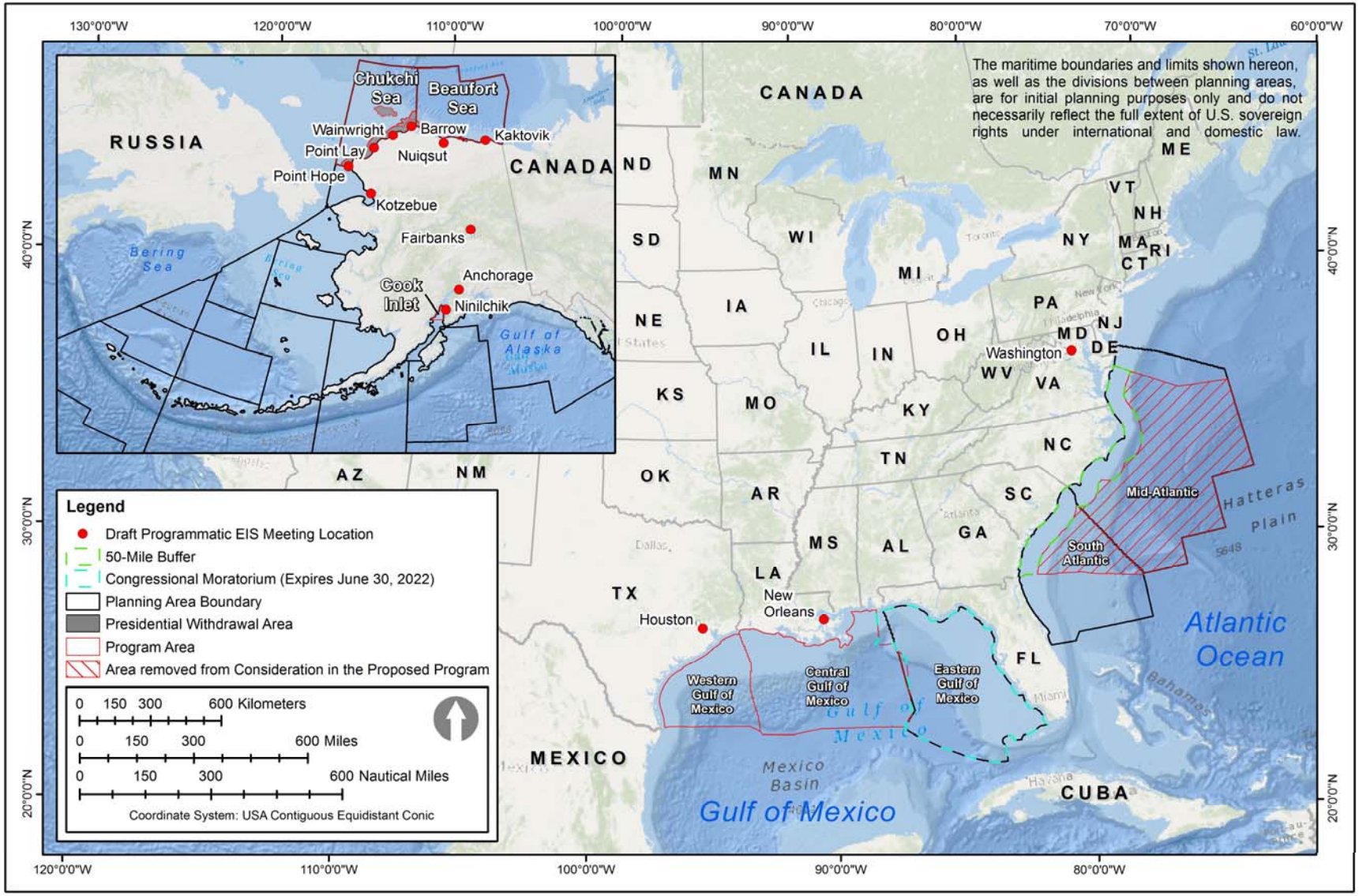


Figure 1. Public Meeting Locations near Each of the Six Planning Areas Analyzed in the Draft Programmatic EIS

2. COMMENT PROCESS

On March 18, 2016, BOEM published a Notice of Availability (NOA) in the *Federal Register* (81 FR 14885) of the Draft Programmatic EIS for the 2017-2022 OCS Oil and Gas Leasing Program. The notice announced a 45-day comment period from March 18 to May 2, 2016. This opportunity was provided to allow public review and comment on the content, scope, and findings of the Draft Programmatic EIS. In addition to issuance of the Draft Programmatic EIS and its 45-day comment period, BOEM sponsored a series of public meetings (**Figure 1**) in March 2016 in areas of interest—Washington, D.C.; the Gulf of Mexico (New Orleans, Louisiana; Houston, Texas); and Alaska (10 meetings in Alaska). Public meetings provided an opportunity to meet BOEM staff, discuss issues of concern, and comment on the Draft Programmatic EIS, either in writing or electronically.

All comments received during the public comment period were impartially considered and given equal weight by BOEM. Comments were received from state and local officials; federal, state, and local agencies; environmental and nongovernmental organizations (NGOs); the oil and gas energy sector; and individuals.

BOEM received more than 75,000 comments on the Draft Programmatic EIS, the vast majority of which were form letters. These comments were evaluated for substantive input that could inform or improve the analyses in the Draft Programmatic EIS. A total of 359 substantive comment submittals were received from federal, state, and local governments and agencies; NGOs; industry associations; and individuals. A "comment submittal" refers to the entire submittal provided by a stakeholder, whether electronically via Regulations.gov, mailed in, handed in at meetings, or verbally during one of the public meetings. Each comment submittal, in turn, may have one or more individual substantive comments on one or more different topics. In some cases, the submitted document contained only a single substantive comment. A comment was considered to be substantive if the content expressed concerns that were omitted in the Programmatic EIS, provided information or resources that needed to be considered in the Programmatic EIS, pointed out any analyses that had not been incorporated by BOEM, or concerned the sufficiency of the analysis presented in the Programmatic EIS.

Each comment submittal during the public comment period was assigned a unique identifying submittal ID. Within each submittal, individual comments were numbered further to provide a unique ID for each substantive comment. All comment submittals received during the public comment period were categorized in this manner and considered in the preparation of the Final Programmatic EIS. Evaluation of the 359 comment submittals yielded an extraction of 437 substantive comments that required a detailed, technical response.

2.1. APPROACH

Stakeholder participation in commenting on the Programmatic EIS was accomplished through public meetings, by electronic input (via website), by U.S. Postal Service mail, or in person to an appropriate BOEM official (**Sections 2.1.1** through **2.1.4**). The general objective of the commenting process was to ensure that the public's opinion and comments regarding the contents of the Draft Programmatic EIS are considered during the preparation of the Final Programmatic EIS.

2.1.1. Open House Meeting Format

Public meetings were held in an open house format in states along the GOM coast as well as in Anchorage, Alaska, which included a series of informational stations manned by BOEM and the Bureau of Safety and Environmental Enforcement (BSEE) staff and contractors. The purpose of the open house style public meeting was to provide participants with an opportunity to learn more about the Draft Programmatic EIS and the Proposed Program at their own pace, ask questions, interact with BOEM staff, and then provide comments. The open house meeting format included informational stations with an introductory video explaining the process, posters and handouts designed to elicit pertinent comments, and a comment station where participants could submit comments electronically using provided laptops

or manually using paper forms. BOEM staff members were able to clearly communicate the purpose of the Programmatic EIS to the public at a personal level and listen to public concerns and comments.

2.1.2. Informal Family Style Meeting Format

The informal family style format was used for all meetings held on the Alaska North Slope. This format included informal presentations by BOEM staff and was supported by informational handouts (same as for open houses) and informal discussions with stakeholders. Participants were invited to provide oral comments that were documented by BOEM representatives.

2.1.3. Hybrid Meeting Format

Meetings in Fairbanks and Barrow, Alaska, used a hybrid meeting format that started with an informal introductory presentation by BOEM followed by an open house format that also included detailed maps. Participants were invited to provide comments via computer stations or orally, which were documented by BOEM representatives.

2.1.4. E-Commenting

The Programmatic EIS addresses issues of national significance, and it is critical that comments be provided from a geographically diverse audience in addition to those near public meeting locations. Therefore, electronic scoping (e-scoping) was utilized and strongly encouraged through enhanced public outreach (e.g., expanded media outlets, user-friendly graphic materials). The project website, www.BOEMOceanInfo.com, was the central location for electronic information about the Programmatic EIS. The project website includes background information on the project (e.g., NEPA, Programmatic EIS, scoping process), fact sheets, press releases, and other outreach materials available for download. The website includes an informative video to provide visitors with a quick visual way to learn about the commenting process, guidance on how to provide comments of greatest utility, and an electronic interface to submit electronic comments. Future public meetings were listed on the website, and meeting information (location, time, and date) could be downloaded and saved to personal calendars.

The project website highlighted links to Regulations.gov—the sole source for submitting electronic comments. Regulations.gov is the official website for submitting comments to proposed regulations and documents posted in the *Federal Register*. Submitted comments were forwarded directly to the comment tracking database in weekly exports.

E-commenting elicited stakeholder comments from 17 of the 50 states in the United States, including Washington D.C. Additional information about participants is provided in **Section 2.2**. Traffic to the project website included >3,051 unique visitors from all 50 states, with the highest number of website views coming from Washington D.C. (700 visitors). Traffic was primarily directed to the website from direct (51 percent) and referral visits (49 percent) (i.e., from links, direct typing of address, or from another website hosting the link). The complete Website Analytics Report is provided in **Attachment A**.

2.2. MEETING ATTENDANCE AND PARTICIPATION

Figure 1 shows the meeting locations in proximity to each of the planning areas included in the Proposed Program. Public meeting participation varied across the planning areas (**Figure 2**), with >575 registered participants. The meetings held in the lower 48 states averaged approximately 120 participants per meeting, whereas participation at the meetings in Alaska varied by location with a high in Anchorage of 120 participants. Due to the informal nature of the family style meetings, the number of attendees is not available.

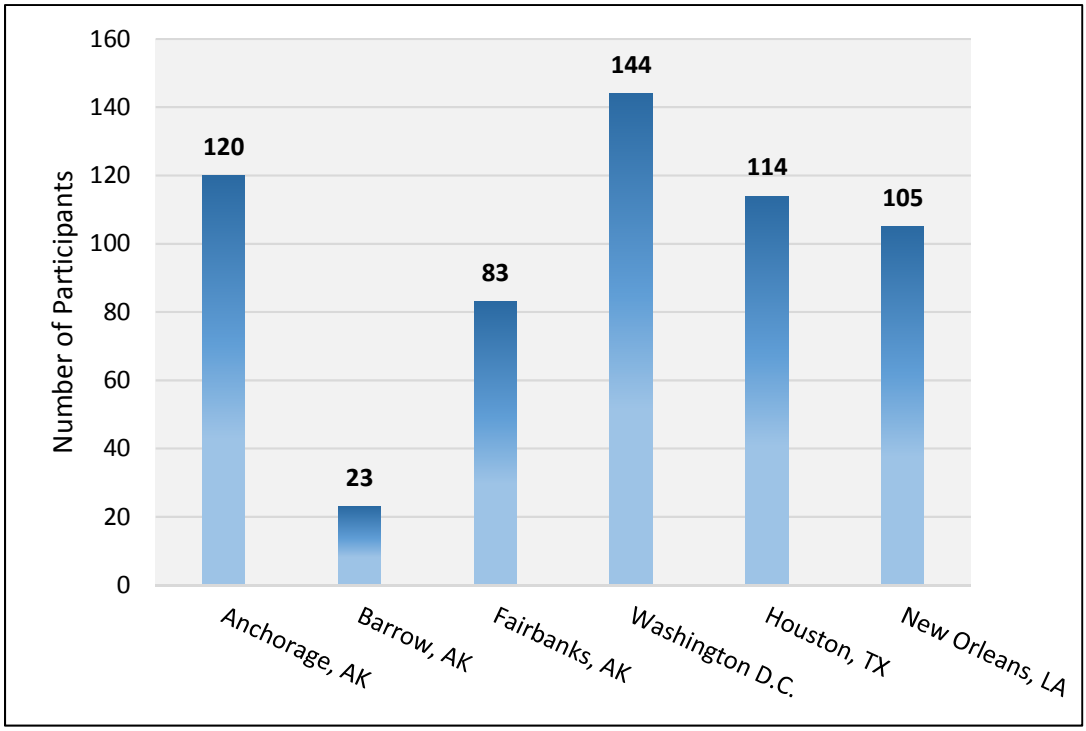


Figure 2. Number of Participants in Attendance at the Public Meetings

Public outreach was conducted in an innovative manner by implementing new meeting formats, offering computer stations at the meetings, and providing enhanced e-commenting. Comments indicated an appreciation for the provided computer stations, and the primary method of commenting was through Regulations.gov (**Figure 3**).

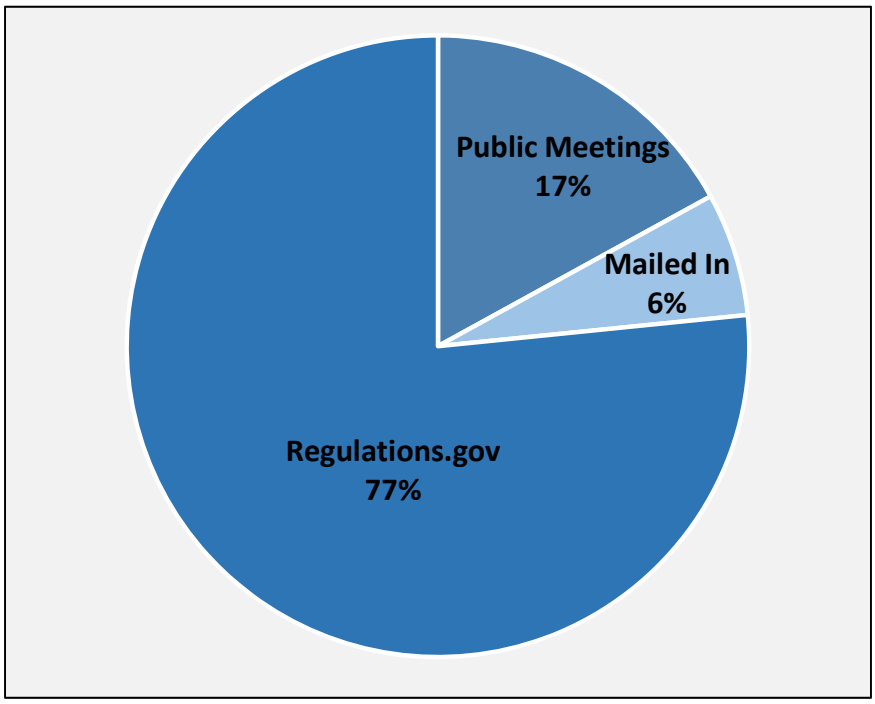


Figure 3. Percent of Comment Submissions Received by Method of Delivery

A total of 359 substantive comment submittals were received from a diverse assemblage of stakeholders (**Table 2**), including a large number (213) of comments from private citizens. Other stakeholder groups or organizations that provided comments included numerous environmental NGOs, government entities (e.g., local municipalities, county, state, and elected officials), local businesses, industry, academic institutions, tribal or cultural groups, and industry associations. **Attachment B** provides a list of the stakeholder groups.

Table 2. Number of Substantive Comment Submittals Received from Stakeholder Groups

Stakeholder	Number of Substantive Comment Submittals
Private citizen	213
Industry association	46
Nongovernmental organization	39
Business	18
Industry	13
Tribal/cultural	13
Local government	7
State government	5
Federal government	4
Academia	1

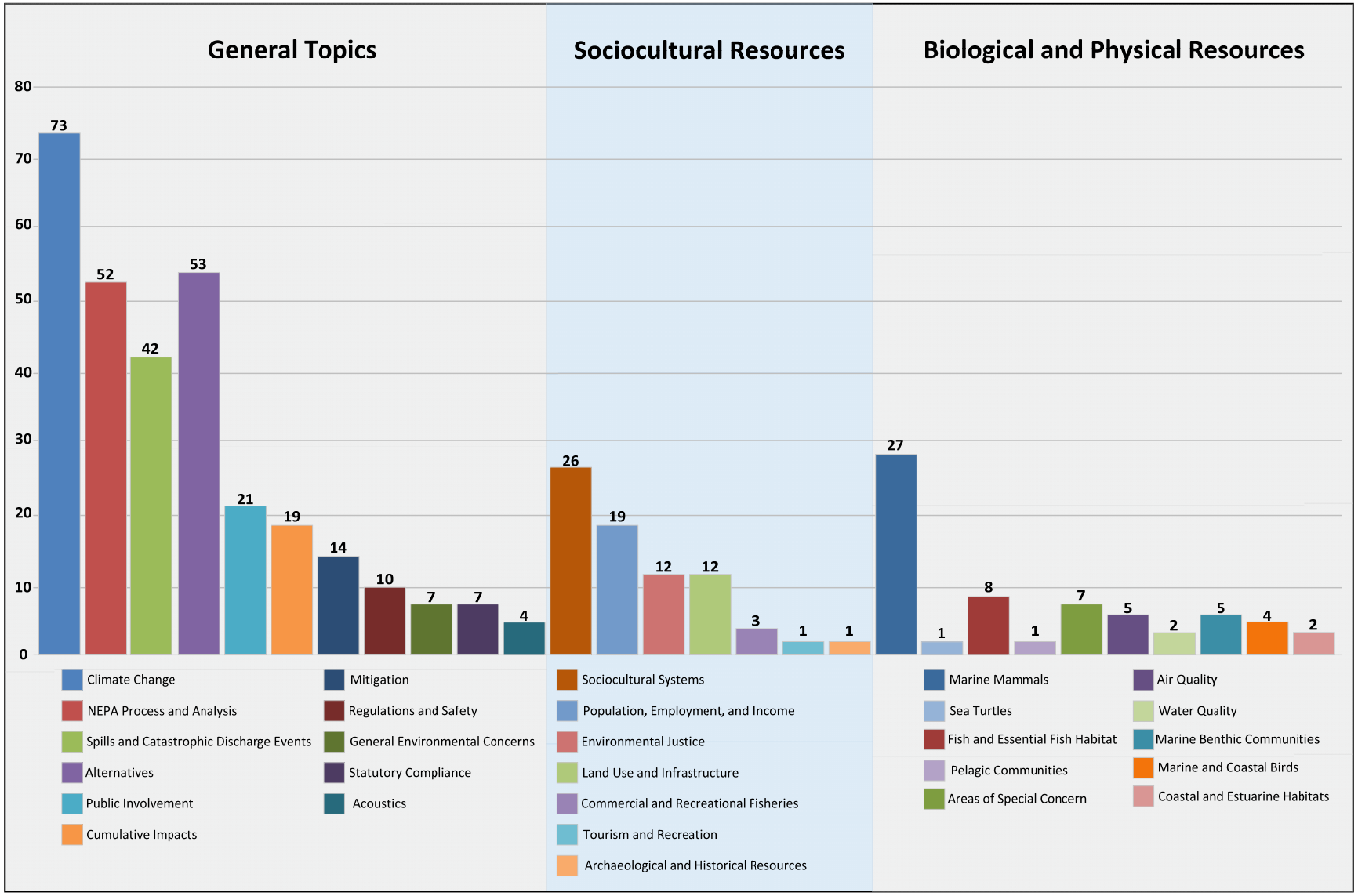
2.3. PUBLIC COMMENT REVIEW

As public comments were received, a team of scientists reviewed and systematically categorized each comment and associated attachments into a comment database using Microsoft SQL Server Database Technology. Categories of topics were developed based on the outline of the Draft Programmatic EIS. The database and associated input and reporting services allowed for efficient management, tracking, and distribution of comments to subject matter experts responsible for the relevant sections of the Programmatic EIS and preparation of responses. Comment review based on explicit concerns was conducted; comments that were not specific or contained vague statements were not interpreted by the reviewers.

The database allowed queries and reports to be run in order to identify useful information, such as comments regarding similar subject matter or topics in the Programmatic EIS (e.g., acoustics, oil spills); all substantive comments received from each individual comment submission; or all comments that require changes to be made to the Programmatic EIS. BOEM prepared responses to all substantive comments and revised the Final Programmatic EIS accordingly, if warranted. The comments and responses are presented in Appendix G of the Final Programmatic EIS.

3. SUMMARY OF COMMENTS

The following discussion provides an overview and summary of the categories of issues presented in the public comments. The summary does not evaluate the individual comments, nor does it determine or indicate which comments are viewed as being within or outside the scope of the Programmatic EIS. The wording is intended to categorize and summarize the substance of the comments, not reproduce the exact wording of individual comments. There was a wide range of comments on the 2017-2022 OCS Oil and Gas Leasing Program Draft Programmatic EIS. The comments summarized in each category illustrate the varied issues, concerns, and requested changes to be made. **Figure 4** provides a breakdown of the substantive comments by category.



Note: While the comment total is 437, the total number of comments per category equals 438; Comment 590, in its entirely, was addressed in both Environmental Justice and Sociocultural Systems categories.

Figure 4. Number of Substantive Comments by Category

3.1 GENERAL TOPICS

3.1.1 Climate Change

Climate change was a common topic discussed in comment submissions. Many comments indicated that the Programmatic EIS failed to adequately address the impacts of climate change, including ocean acidification, sea level rise, loss of sea ice, and the social costs. Stakeholders generally felt that the effects of oil and gas exploration, production, and development were not adequately analyzed in the document and that by moving forward with the 2017-2022 Program, BOEM would be disregarding the country's commitment to the Paris Agreement. Several stakeholders provided current literature on climate change that they feel must be included in BOEM's analysis. Additionally, stakeholders called for a more comprehensive analysis of the downstream effects of oil and gas consumption on environmental resources.

3.1.2 NEPA Process and Impact Analysis

Comments regarding the NEPA process often criticized the 45-day comment period as being too brief. Stakeholders did not feel the given 45-day comment period was enough time to properly review the Draft Programmatic EIS in its entirety. Many stakeholders felt that BOEM did not provide a thorough analysis of climate change and oil spills. Stakeholders frequently noted that the Programmatic EIS lacked robust, literature-supported analysis and that indirect and cumulative analyses was deficient. Comments called for additional analysis of downstream effects from oil and gas consumption and indicated that the cumulative effects analysis was flawed by its exclusion. Numerous commenters felt that the analysis of impacts to protected species was insufficient. Regarding the socioeconomic analysis, it was noted that the economic part of the analysis could be viewed as lacking from the perspectives of increasing demand for oil and gas as well as social risk.

3.1.3. Spills and Catastrophic Discharge Events

Some stakeholders felt that BOEM failed to consider the risks of catastrophic discharge events related to OCS oil and gas activities. Stakeholders pointed out potential data deficiencies concerning ongoing and prolonged impacts to wildlife and the ecosystem. Several comments felt that the Draft Programmatic EIS did not adequately point out that the impacts from a catastrophic discharge event are long lasting and can persist for decades. The need for a downstream analysis of the effects of accidental spills was discussed repeatedly. Another topic of concern was the ability of industry and BOEM to respond to oil spills, especially in the Arctic Region. Some stakeholders requested further in-depth discussions of advanced containment systems, the use and impacts of dispersants, and the reforms enacted by industry following the *Deepwater Horizon* event.

3.1.4 Alternatives

Some stakeholders called for limiting leasing to certain parts of planning areas in addition to expanding seasonal restrictions on leasing. Conversely, other stakeholders discussed the merits of removing seasonal restrictions and including more planning areas. Several comments suggested that BOEM did not fully evaluate the environmental impacts of the proposed alternatives and that the overall level of analysis of the alternatives was lacking. Stakeholders felt that BOEM failed to consider alternative or renewable energy sources in their analysis. Some stakeholders noted that there were other areas that could have been included as an alternative. Many comments suggested that BOEM did not adequately evaluate the environmental impacts of the alternatives, including the No Action Alternative.

3.1.5 Public Involvement

Stakeholders, particularly in Alaska, felt there were not enough public meetings scheduled to encompass all areas that could be affected by the 2017-2022 Program. Alaskan stakeholders voiced displeasure regarding the perceived lack of coordination with Tribes. Additionally, there were specific concerns with the timing of the public meetings in the Arctic Region as the comment period overlapped with subsistence activities. Other stakeholders across all planning areas felt there was a lack of advertising for the public meetings.

3.1.6 Cumulative Impacts

Comments called for additional analysis of downstream effects from oil and gas consumption and indicated that the cumulative analysis was flawed by its exclusion.

3.1.7 Mitigation

Several mitigation measures were suggested via comment submissions. In the Arctic Region, several stakeholders recommended that an increased buffer zone be established along the coast to protect whales and other migrating species. Many comments were made urging the implementation of conflict avoidance agreements, especially between industry and whalers. Some stakeholders requested that BOEM outline all existing regulations in addition to newly proposed mitigation measures for review in the Final Programmatic EIS.

3.1.8 Regulations and Safety

Stakeholders in Alaska repeatedly stated that conflict avoidance agreements should be discussed and required in the Final Programmatic EIS. It was explained that implementing these agreements would help mitigate impacts to subsistence users from operators. It was stated that mitigation measures should be required to align with lessons learned from the *Deepwater Horizon* event and be implemented in the future. Stakeholders also requested that BOEM consider new scientific information regarding impacts from noise.

3.1.9 General Environmental Concerns

Stakeholders voiced specific concerns about how OCS oil and gas development would affect natural and socioeconomic resources and conditions. General environmental concerns were discussed on a broad ecosystem level as well as on a specific, localized level. Concerns regarding impacts to air and water quality, biological resources, socioeconomics, public health, and environmental justice as a result of OCS oil and gas activities were prevalent throughout comment submissions. In the Arctic Region, there was widespread concern on how OCS development might affect human health and subsistence hunting activities.

3.1.10 Statutory Compliance

Several comments expressed concern regarding the ability of OCS activities to comply with the Endangered Species Act, the Magnuson-Stevens Act, the Marine Mammal Protection Act, the Clean Water Act, and the Clean Air Act. Comments requested zero or limited discharges for drilling and vessel discharges in some cases, and in other cases that proper consultations be conducted and the resultant recommendations followed.

3.1.11 Acoustics

Several comments expressed concern regarding the analysis of acoustic impacts on the marine environment. Some stakeholders believe that the impacts to marine mammals were understated in the Draft Programmatic EIS and provided current literature for inclusion in the Final Programmatic EIS. Furthermore, it was recommended that data collected by industry in the Arctic Region be considered and integrated into the Final Programmatic EIS.

3.2 SOCIOCULTURAL RESOURCES

3.2.1 Sociocultural Systems

The majority of comments regarding sociocultural systems were submitted from Alaska. Many stakeholders had widespread concerns regarding how oil and gas development would impact their subsistence lifestyles. Comments provided many examples of how important subsistence harvests are to native peoples and pointed out that there were several species crucial to sustaining a subsistence lifestyle that were not analyzed in the Draft Programmatic EIS. Many comments urged BOEM to more thoroughly analyze the importance of these activities and to include all subsistence species in their final analysis.

3.2.2 Population, Employment, and Income

An extensive number of stakeholders felt that the 2017-2022 Program would help boost the economy and provide jobs to many working citizens. Many stressed the importance of revenue sharing and how increased income would benefit local communities. Contrarily, some felt that the revenue generated from oil and gas exploration and development is not equally shared among the various stakeholders. There were comments that encouraged BOEM to further analyze the potential employment opportunities and the economic benefits that would be associated with the Program.

3.2.3 Environmental Justice

Citizens that live in communities that could be most impacted by oil and gas development showed concerns regarding revenue sharing, community involvement, and overall impacts to human health. Human health concerns were related to both direct and indirect effects and cumulative impacts from the Five-Year Oil and Gas Leasing Program. Comments suggested that as a result of oil and gas development, it is essential to provide a system of revenue sharing to the communities that would be taking a disproportionate share of the risk from these activities. Some stakeholders suggested that industry liaisons in these areas could help in making informed decisions regarding development.

3.2.4 Land Use and Infrastructure

Several stakeholders showed concern with the primary and secondary impacts of establishing infrastructure for oil and gas development, especially in the Arctic Region. Many felt that the existing infrastructure in areas such as Cook Inlet is not sufficient to support new development. In the Arctic Region, stakeholders voiced concern regarding three major caribou herds that could be impacted by construction of roads, pipelines, and ports. Most comments urged BOEM to further analyze the impacts to the environment from infrastructure development.

3.2.5 Commercial and Recreational Fisheries

Stakeholders' comments regarding fisheries were received, specifically pertaining to commercial and recreational fishing including the health of the fisheries relate to catch totals. Potential toxicity and

devastation of seafood fisheries (i.e., fish, shellfish, mollusks) from oil was commonly mentioned in relation to pelagic and coastal habitats utilized throughout the life cycles of the species. Also, potential impacts from seismic testing on fish, fish eggs, or fish larvae were mentioned in several comments.

3.2.6 Tourism and Recreation

Tourism and recreation were major concerns for stakeholders. Local business owners showed concern regarding how oil and gas development would impact tourism and recreational activities in their areas. Despite acknowledging that future development could boost local economies, many comments stated that the impacts from a spill would be detrimental to local businesses that rely on tourism dollars.

3.2.7 Archeological and Historical Resources

The comment received regarding archeological resources was specific to the Beaufort and Chukchi Program Areas and noted additional literature for review on archeological sites, old buildings, and shipwrecks.

3.3 Biological and Physical Resources

Several comments called into question the inadequacy of analyzing direct, indirect, and cumulative impacts to biological resources. Stakeholders, especially in Alaska, are concerned with the analysis of impacts to subsistence animals such as bowhead whales. Additionally, it was noted that the Draft Programmatic EIS fails to analyze certain species of subsistence fish such as char, grayling, whitefish, and migrating fish such as salmon. Many stakeholders expressed concerns with the proximity of proposed activities to biologically important areas for bowhead whales and marine and coastal birds. Most stakeholders found the analysis of acoustic impacts on biological resources to be inadequate.

3.3.1 Marine Mammals and Sea Turtles

Stakeholders expressed concern over impacts to marine mammals (particularly protected species) and sea turtles. It was noted that critical habitat for the polar bear was designated after the Draft Programmatic EIS was issued. Important areas utilized throughout the life cycle of polar bears, bowhead whales, beluga whales, seals, and walruses were discussed by some stakeholders and concern that impacts from proposed activities (particularly seismic surveys) were not adequately analyzed.

3.3.2 Fish and Essential Fish Habitat and Pelagic Communities

Stakeholders expressed concern about potential impacts to fish and Essential Fish Habitat from oil and gas development. This type of comment usually was cited along with comments pertaining to commercial and recreational fishing as the health of the fisheries relate to catch totals. Comments were largely focused in the Alaska region program areas and mentioned lack of assessment of anadromous species, key species, and larval stages of fish. Comments also noted the overall impact analysis wrongfully omitted specific impact producing factors.

3.3.4 Areas of Special Concern

Many stakeholders urged BOEM to include specific areas of special concern (i.e., marine protected areas, national marine sanctuaries, national parks, national wildlife refuges) in their analysis. Some stakeholders felt that non-designated areas were not discussed in the Draft Programmatic EIS. Others felt that BOEM provided sufficient analysis and alternatives that encompassed areas of special concern within the vicinities of the program areas.

3.3.5 Air and Water Quality

Comments were received expressing concerns regarding the analysis of impacts to air and water quality. Stakeholders felt that a downstream analysis, one that considers impacts beyond production, is required to adequately assess the impacts to air and water quality.

3.3.6 Marine Benthic Communities

Many stakeholders showed concern for marine benthic communities. There were comments that pointed out the lack of inclusion of corals listed on the Endangered Species Act in the Draft Programmatic EIS and urged BOEM to analyze all listed benthic species. Several stakeholders believe that BOEM did not acknowledge the impacts of noise from seismic activities on benthic communities, and some stakeholders provided literature they felt should be included in the Final Programmatic EIS.

3.3.7 Marine and Coastal Birds

Most comments were centered on potential impacts to shorebirds and pelagic birds due to direct impacts from oiling and secondary impacts due to destruction of habitat (e.g., saltwater marshes, beaches) or ingestion of oil toxins in surface prey from oil spills. In addition, a number of stakeholders noted the insufficiency of the analysis for protected species.

3.3.8 Coastal and Estuarine Habitats

Comments were submitted that showed concern for coastal and estuarine habitats, specifically coastal marshes, seagrasses, and nurseries. Some stakeholders felt that BOEM should have taken a more comprehensive look at these areas. Primary literature was provided that discussed the dynamics of sea ice and its interaction with coastal estuarine habitats.

Attachments

Attachment A:

Website Analytics Report

Prepared by Kearns & West *June 14, 2016*

Bureau of Ocean Energy Management
Programmatic EIS for the 2017-2022 OCS Oil and Gas Leasing Program

Website Analytics Report
http:// www.BOEMOceanInfo.com
Reporting Timeframe: March 14 - May 31, 2016

Analysis, Insights, and Opportunities

Website traffic profile:

- In response to the website opening on the afternoon of March 15, 2016, there was a peak of visitors, totaling 291.
- Throughout the website opening week, visitors continued to visit the site with a daily low of 74 visits on March 18.
- It appears that visitors are spending time reviewing the website. On average, site visitors viewed 5.47 pages per visit with an average duration of 2 minutes and 10 seconds.
- The top five states that visitors came from was the District of Columbia (700), Alaska, (609), Texas (486), Louisiana (346), and Virginia (263).
- Visitors, on average, spent the most time on the Resources page (44 seconds), followed by the Review page (36 seconds), and the Get Involved page (36 seconds). Although the differences between all the pages was very minimal with the exception of the "Contact us" page (14 seconds).
- Visitors typically left the site through three main pages – the Review page (22.97%), the Home page (19.49%), and the Get Involved page (17.14%).
- The majority of visitors are utilizing a desktop computer rather than a tablet or phone to view the site, however all types of devices were used to access the site.
- The video was viewed a total of 123 times; 96 in English and 27 in Inupiaq.

How visitors reached the site:

- Around half of all site visitors the week of the website launch came directly to the site's home through page referrals (e.g. visits from another website that links to www.BOEMOceanInfo.com).
- The main way that visitors reached the sites from referrals was directly from boem.gov (1,361 visitors). Other referral websites include nola.com (38 visitors), Alaska Dispatch News (35 visitors), Rollcall.com (27 visitors), and Chron.com (22 visitors).
- Approximately 51% of visitors directly entered the link in the web browser to visit the site, 32.30% visited the site by typing the URL into a web browser, and 8.56% of visitors searched through search engines to find the site URL.

Overview

Audience Overview
Total Visits: 4,777
Unique Visitors: 3,051
Pages per Session: 5.47
Percent New Visitors: 62.76%
Average Visit Duration: 00:02:10
Top Languages[1]: English (76.5% of visitors) and Russian (10.8% of visitors)

Locations
Visitors from 49 states and the District of Columbia visited the www. www.BOEMOceanInfo.com website during the March 13 until June 1, 2016 timeframe. Below please also find the frequency of visitors per state.

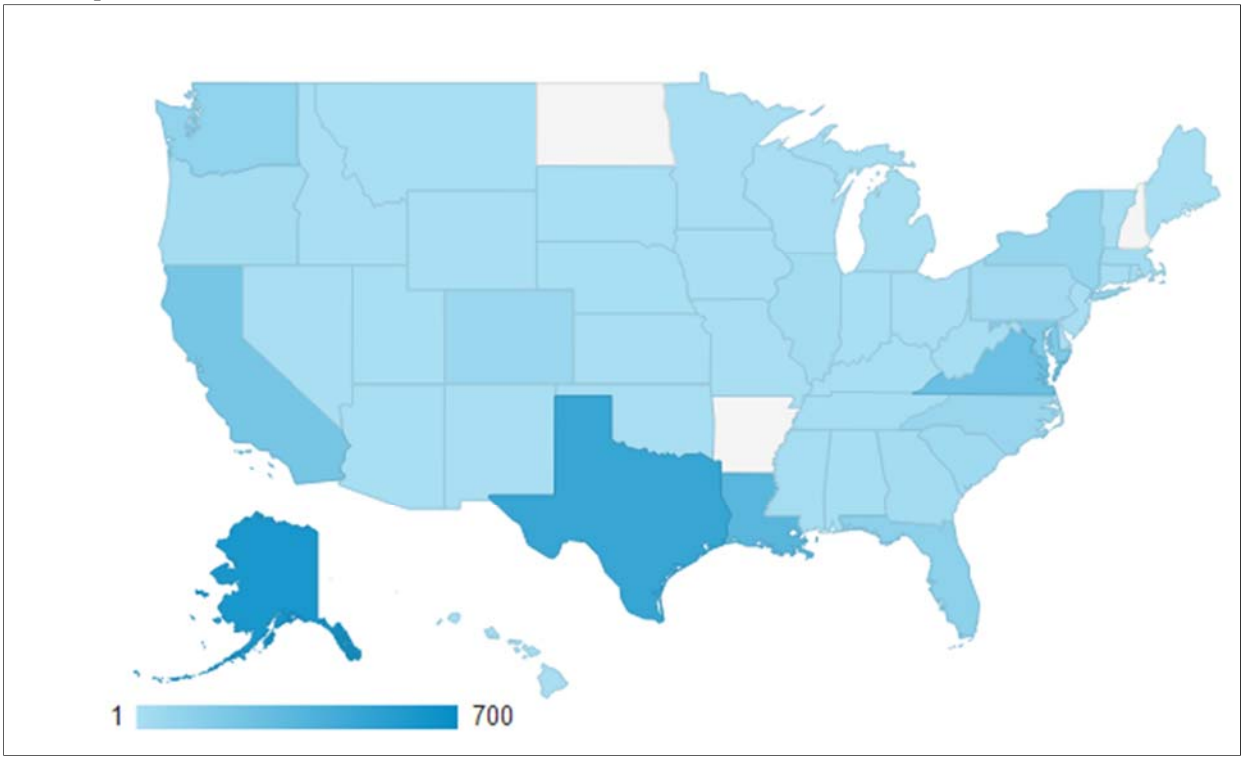


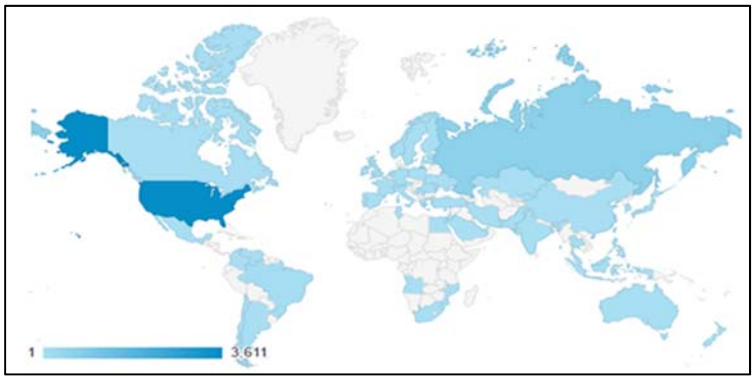
Figure 1. National Traffic Map

Top 25 State Visitation Numbers				
District of Columbia (700)	California (216)	North Carolina (74)	Georgia (27)	Alabama (12)
Alaska (609)	Maryland (173)	Colorado (65)	Massachusetts (27)	West Virginia (12)
Texas (486)	Florida (122)	South Carolina (42)	Oregon (26)	Michigan (9)
Louisiana (346)	Washington (104)	Pennsylvania (34)	Rhode Island (17)	Tennessee (8)
Virginia (263)	New York (90)	Illinois (28)	Mississippi (14)	Hawaii (7)

[1] Please note that Russian visitors are likely brute hacking attempts.

Top 10 International Locations[2]:

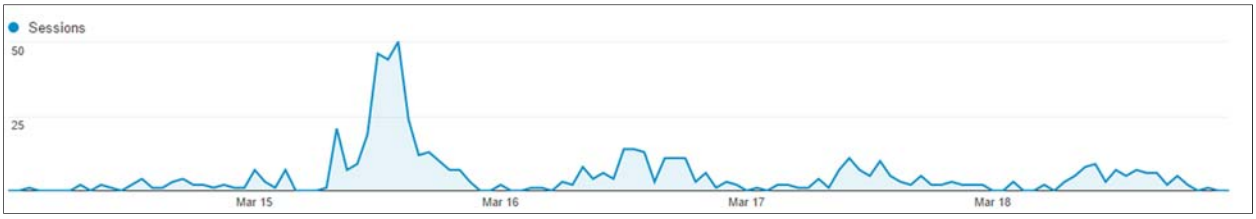
1. United States – 3,611
2. Russia – 632
3. United Kingdom – 132
4. Brazil - 82
5. Kyrgyzstan – 33
6. Canada – 28
7. China – 24
8. Sweden – 18
9. Australia – 15
10. Germany – 15



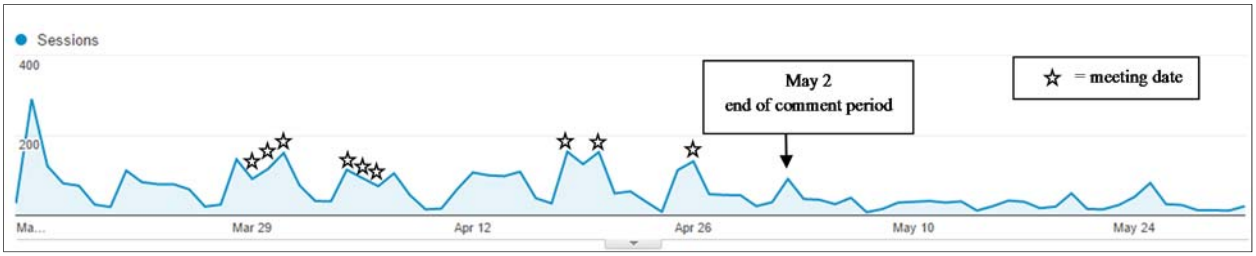
Traffic

Site Visitors by Hour and Day:
Below is a graph that shows the number of visitors by day and hour. The BOEMOceanInfo.com website came live on March 15 in the afternoon, indicated by the large spike in site visitors.

Visitors by Day: Week 1
March 14: 30 Visitors
March 15: 291 Visitors
March 16: 123 Visitors
March 17: 80 Visitors
March 18: 74 Visitors



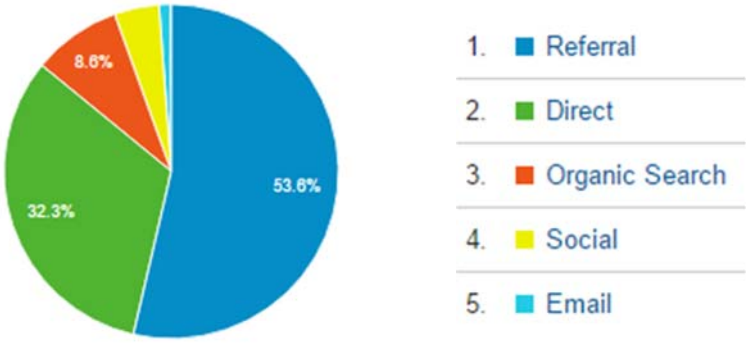
Visitors by Day: March 18 – June 1
Below is a graph that shows the number of visitors by day from March 18 until June 1, 2016. The BOEMOceanInfo.com website came live on March 15 in the afternoon, indicated by the large spike in site visitors.



[2] Visitors who have opted not to share statistics have been excluded from this list, characterized as "not set".

Traffic Overview

- Percentage of Referral Visits (e.g., visits from another website that links to the website): 51.62%
- Percentage of Direct Visits (e.g., visits from links in emails or typing the URL into a web browser): 32.30%
- Percentage of Organic Search Visits (e.g., visits from Google search results): 8.56%
- Social (e.g., visits from social media sites such as Facebook at Twitter): 4.33%
- Email (e.g., visits from clicking on a link delivered via an email): 1.13%



Referrals

Top 5 Overall Traffic Sources (Referral) (ways that visitors reach the site from other sites not counting those who type the URL directly)[3]:

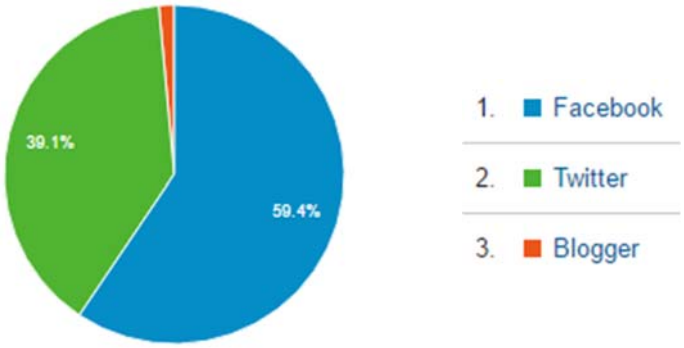
(1) boem.gov – 1,361 visitors
(2) nola.com – 38 visitors
(3) Alaska Dispatch News – 35 visitors
(4) Rollcall.com – 27 visitors
(5) Chron.com – 22 visitors

Organic Search Terms

Terms that were entered into a search engine to find the www.BOEMOceanInfo.com website, include "boemoceaninfo.com", "http://boemoceaninfo.com/get-involved/meetings/", "boem energy", "boem meeting", and "boem ocean info"

Social Network Traffic

Facebook (123), Twitter (81), and blogs (2) all directed website visitors to the website.



[3] Visitors who have opted not to share use statistics and unclear / extraneous referrals have been excluded from this list.

Access Type

Visitors used the following devices to access the site.
Desktop – 4,261 Visits
Mobile Devices – 416 Visits
Tablet – 100 Visits

Website Time per Page

Visitors are spending the majority of their time on the following pages:

Page	Page Views	Time on Page	Percent Exit
Home	10,415	24 seconds	19.49%
Review	3,509	36 seconds	22.97%
Get Involved	8,869	31 seconds	17.14%
Learn	2,040	34 seconds	9.71%
Resources	404	44 seconds	13.12%
Contact Us	305	14 seconds	11.15%

Attachment B:

List of Stakeholder Groups that Provided Comments

Organization Name	Organization Type
Congress of the United States	Federal Government
Congressman Jared Huffman	Federal Government
Environmental Protection Agency	Federal Government
NOAA Fisheries	Federal Government
Georgia State Representative	State Government
Louisiana Department of Natural Resources	State Government
South Carolina House of Representatives	State Government
South Carolina Senate	State Government
South Carolina State Representative	State Government
Arctic Slope Regional Corporation	Local Government
Kenai Peninsula Borough	Local Government
South Carolina Chairman, Agriculture & Natural Resources	Local Government
The North Slope Borough	Local Government
Thibodaux chamber of commerce	Local Government
Alaska Eskimo Whaling Commission	Tribal
Aleut Corporation	Tribal
Arctic Inupiat Offshore, LLC	Tribal
Bering Straits Native Corporation	Tribal
Cultural Alaska	Tribal
Kuukpik Corporation	Tribal
Native Village of Kotzebue	Tribal
Olgoonik Corporation	Tribal
Sitnasuak Native Corporation	Tribal
Tuscarora Nation	Tribal
Alaska Oil and Gas Association (AOGA)	Industry Association
Alaska Process Industry Careers Consortium	Industry Association
Alaska Resource Development Council	Industry Association
American Petroleum Institute	Industry Association
Associated Industries of Florida	Industry Association
Chevron	Industry Association
Consumer Energy Alliance	Industry Association
Consumer Energy Alliance - Florida	Industry Association
Consumer Energy Alliance-Texas	Industry Association
Grow Louisiana Coalition	Industry Association
Independent Petroleum Association of America (IPAA)	Industry Association
International Association Of Geophysical Contractors (IAGC)	Industry Association
International Brotherhood of Electrical Workers Local 1547	Industry Association
LA 1 Coalition, Inc.	Industry Association
Laborers 341	Industry Association
Laborer's Int'l Union of North America Local 341	Industry Association
Laborers Union 341	Industry Association
Louisiana Association of Business and Industry	Industry Association
Louisiana Mid-Continent Oil and Gas Association	Industry Association
Louisiana Oil Marketers and Convenience Store Association	Industry Association
Mississippi Energy Institute	Industry Association
National Ocean Industries Association (NOIA)	Industry Association
Oil Change International	Industry Association
Resource Development Council	Industry Association
South Central Industrial Association	Industry Association
Teamsters Local 959	Industry Association
Texas Association of Business	Industry Association
Texas Oil and Gas Association	Industry Association
Texas Trucking Association	Industry Association
The International Association of Geophysical Contractor	Industry Association
U.S. Oil and Gas Association (USOGA)	Industry Association
Vets 4 Energy	Industry Association
Virginia Manufacturers Association	Industry Association
Amundsen Environmental Services	Industry

Organization Name	Organization Type
ASRC Exploration, LLC	Industry
Crowley Marine Services	Industry
Greater Port Arthur Chamber of Commerce	Industry
Lynden Incorporated	Industry
Mulberry Well Systems LLC	Industry
National Association of Charterboat Operators	Industry
Ports Association of Louisiana	Industry
Statoil	Industry
W. D. Scott Group, Inc.	Industry
350 Loudoun and the Green Team at the Unitarian Universalist Church of Loudoun	Environmental Organization
ACTS-Achieving Community Tasks Successfully	Environmental Organization
Alaska Wilderness League	Environmental Organization
Center for Biological Diversity	Environmental Organization
Earthjustice	Environmental Organization
Fairbanks Trails and Rivers LLC	Environmental Organization
Greenbelt Climate Action Network	Environmental Organization
Greenpeace	Environmental Organization
Institute of the North	Environmental Organization
Laborers Local 341	Environmental Organization
League of Conservation Voters	Environmental Organization
Lone Star Chapter, Sierra Club	Environmental Organization
NAACP / Sierra Club	Environmental Organization
National Audubon Society	Environmental Organization
Northern Alaska Environmental Center	Environmental Organization
Ocean Conservancy, Audubon Alaska, Oceana, Pew Charitable Trusts, WWF	Environmental Organization
One Hundred Miles	Environmental Organization
Palmetto Promise Institute	Environmental Organization
RAHC 504	Environmental Organization
REDOIL	Environmental Organization
Sabin Center for Climate Change Law, Columbia Law School	Environmental Organization
Sierra Club	Environmental Organization
Sierra Club Virginia Chapter	Environmental Organization
Southern Environmental Law Center	Environmental Organization
Surfrider Foundation	Environmental Organization
Tejas barrios	Environmental Organization
Texas Environmental Justice Advocacy Services	Environmental Organization
The Nature Conservancy	Environmental Organization
The Wilderness Society	Environmental Organization
Wildlife Conservation Society	Environmental Organization
World Wildlife Fund	Environmental Organization
University Alaska Fairbanks	Academia
Alaska Airlines	Business
Alaska Chamber	Business
Bayou Region Real Estate	Business
Business Council of Alabama	Business
Clay County Chamber of Commerce	Business
Denali Federal Credit Union	Business
Fairbanks Chamber of Commerce	Business
GATE	Business
Houma-Terrebonne Chamber of Commerce	Business
Laris Insurance Agency	Business
Northshore Business Council	Business
OffshoreAlabama.com	Business
Operation HomeCare, Inc.	Business
Palmetto AgriBusiness Council	Business
Slover Consulting / Jacksonville Axemen Rugby Team	Business
Teya Technologies LLC.	Business