

HYDROGEN HUB DEVELOPMENT: COMMUNITY PERCEPTIONS

Environmental Defense Fund

DECEMBER 2023

KEY FINDINGS

1. Most adults in Hydrogen Hub communities report receiving little information, if any, about Hub development, and very few feel informed about the process.
 - 73% of respondents have never heard of Hydrogen Hubs, and more than 80% had heard 'not much' or 'nothing at all' about their area applying to be a recipient of Hydrogen Hub funding. Only 9% of respondents reported feeling informed about the developments.
2. Community members want to remain informed about project developments.
 - 72% of survey respondents want to be kept up to date with regular project updates, and 53% specified that they want updates early on in the project.
3. Respondents want to provide input as well.
 - 67% of respondents shared that providing input and feedback was somewhat or very important to them, and 78% stated that it was important to negotiate a Community Benefits Agreement.
4. Participants report a range of mixed emotions and outlooks about potential Hub development in their communities, and opinions may still be forming.
 - 46% of respondents said they have not yet formed an opinion on the Hub's potential impact on their community. Top concerns are around the potential to worsen air quality or affect water consumption or land activities; top priorities are around potential air pollution reductions and climate benefits.



METHODOLOGY

This poll was conducted between October 11 - October 16, 2023 among a sample of 600 adults in Hydrogen Hub communities. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 4 percentage points.

For the purposes of this survey, Hydrogen Hub communities constitute surveyed participants in zip codes relating to areas that have been selected or were strongly considered to become a home to a DOE Hydrogen Hub within the Regional Clean Hydrogen Hubs Program (H2Hubs). These communities were identified based upon Rystad's analysis of 22 publicly announced hub proposals for H2Hubs.

AGENDA

PRIOR KNOWLEDGE

DEVELOPMENT INFORMATION + UPDATES

COMMUNITY RELATIONS + INPUT

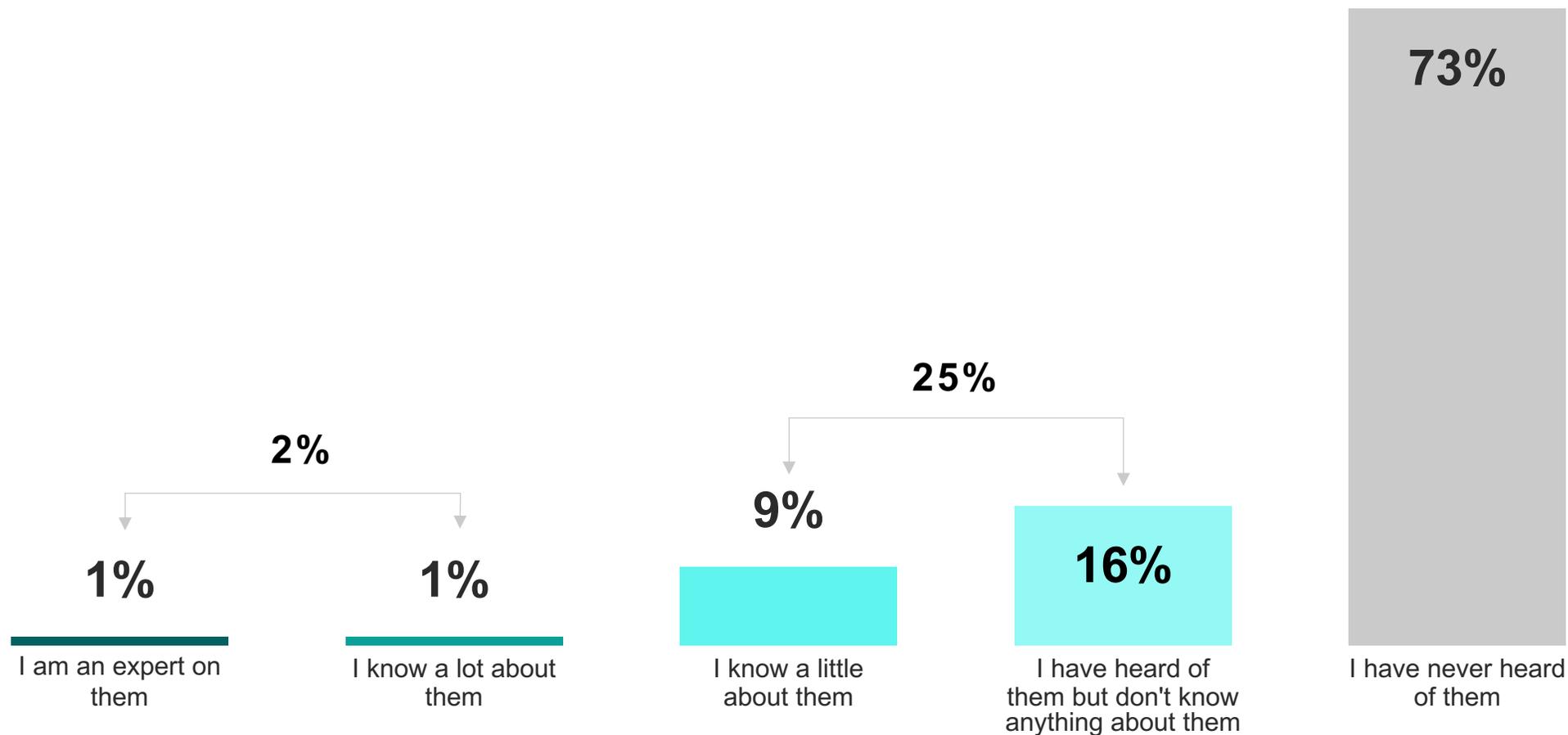
PERCEPTIONS & PRIORITIES



PRIOR KNOWLEDGE

Three-quarters (73%) of adults in Hydrogen Hub communities have never heard of Hydrogen Hubs. Knowledge about Hydrogen Hubs is limited among adults who have heard of them.

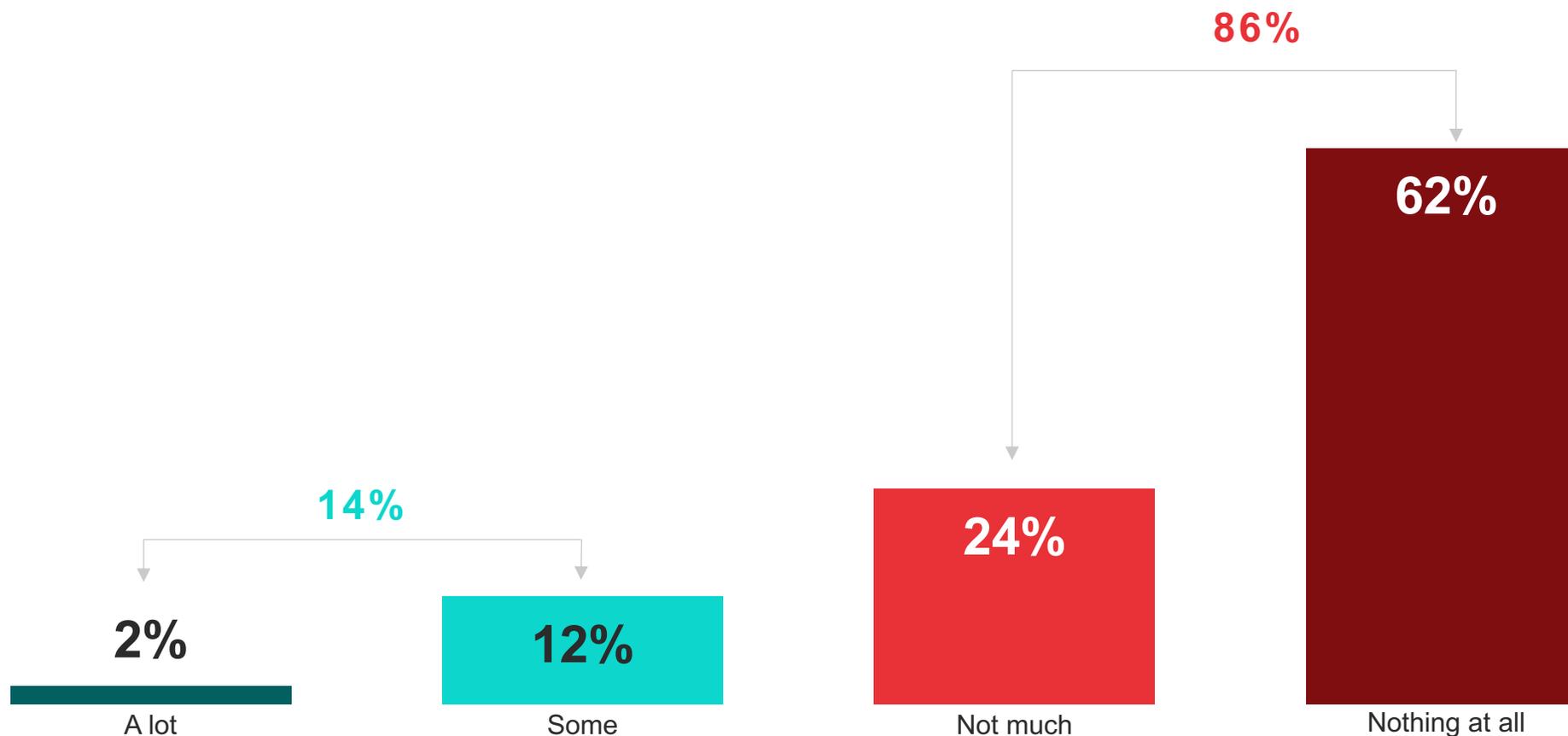
Which of the following best describes your knowledge of 'Hydrogen Hubs'?



PRIOR KNOWLEDGE

Prior to taking the survey, less than two-in-five adults in Hub communities (14%) had heard *at least some* about the area where they live applying to be a recipient of a future Hydrogen Hub project.

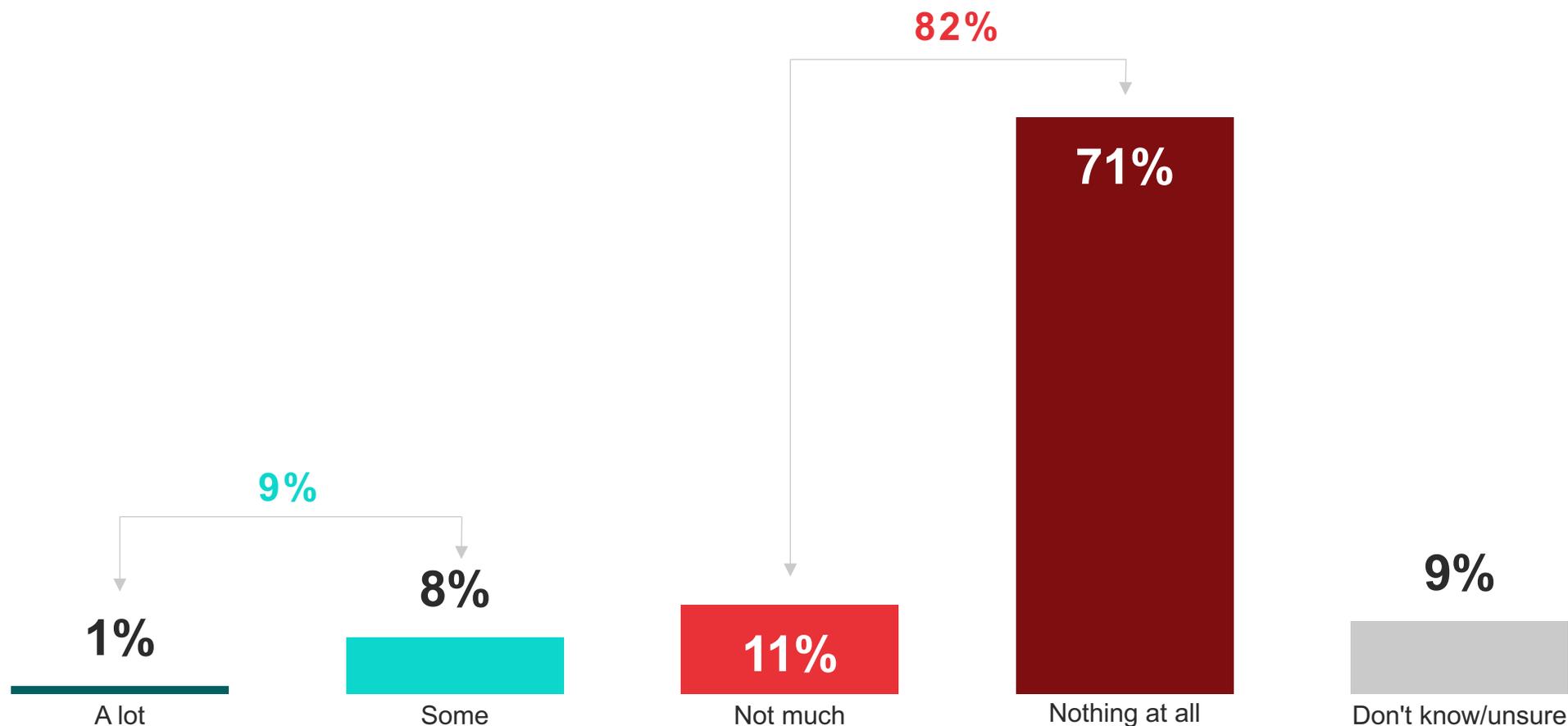
Prior to taking this survey, how much had you seen, read, or heard about businesses or government entities in your area applying to be a recipient of a future Hydrogen Hub project?



PRIOR KNOWLEDGE

Nearly three-quarters of adults in Hydrogen Hub communities (71%) say they had received *no information at all* about why the area they lived was applying for Hydrogen Hub funding.

How much information, if any, have you received about why the area where you live has applied for Hydrogen Hub funding?



AGENDA

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DEVELOPMENT INFORMATION + UPDATES

COMMUNITY RELATIONS + INPUT

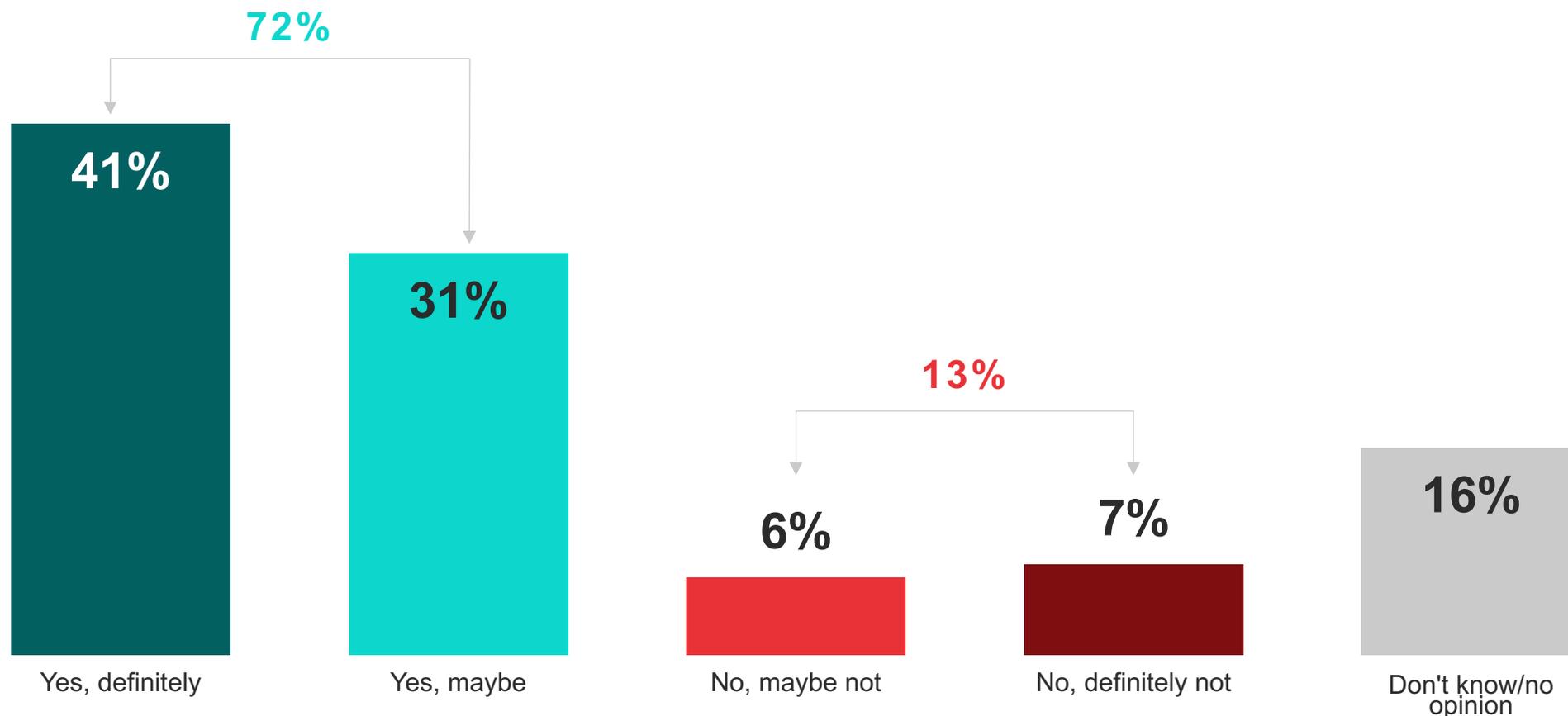
PERCEPTIONS & PRIORITIES



DEVELOPMENT INFORMATION + UPDATES

Nearly three-quarters (72%) of adults in Hydrogen Hub communities would like to be kept up-to-date with ongoing updates related to their area’s Hub application and potential development.

Would you like to be kept up to date with ongoing updates related to Hydrogen Hub application and potential development in the area where you live?

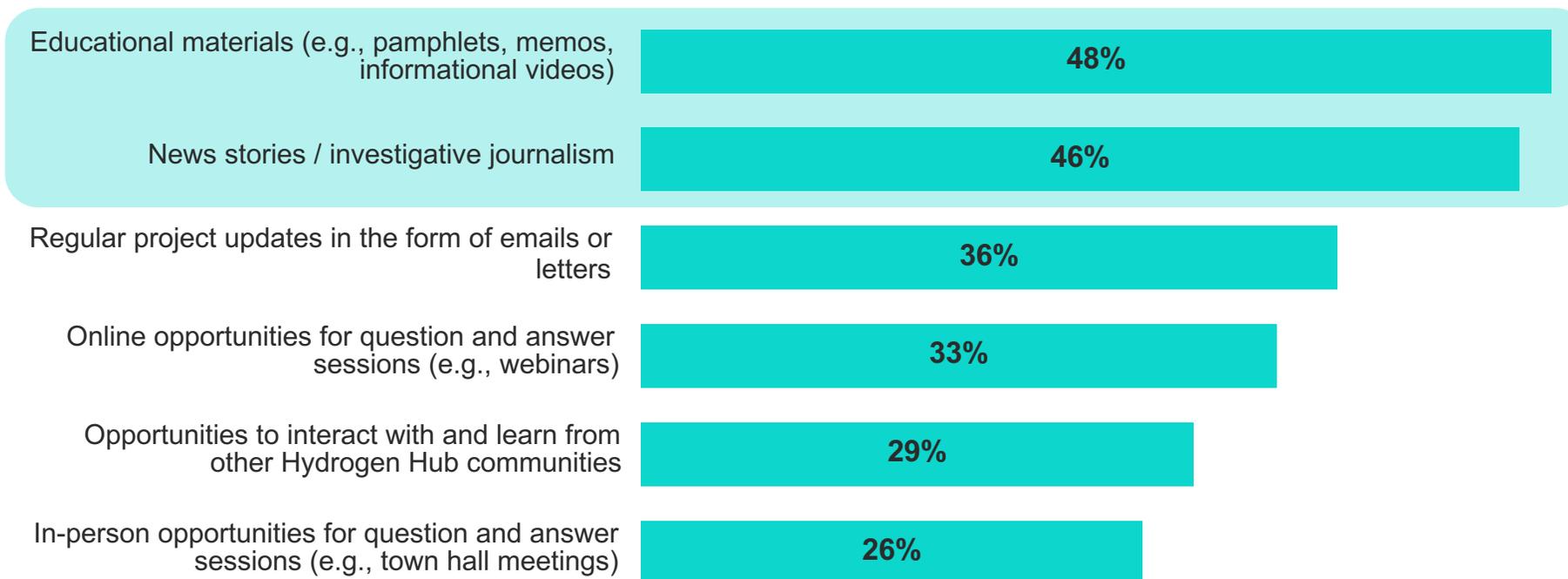


DEVELOPMENT INFORMATION + UPDATES

Educational materials (48%) like pamphlets, memos, videos, and news stories (46%) are viewed as more helpful for learning about the community impacts of Hub development than more involved formats with stakeholders or others in Hub communities, either online or in-person.

Which of the following, if any, would be most helpful for you if you were to seek out more information about what Hydrogen Hub development would mean for your community and the area where you live? Please select all that apply.

● Selected

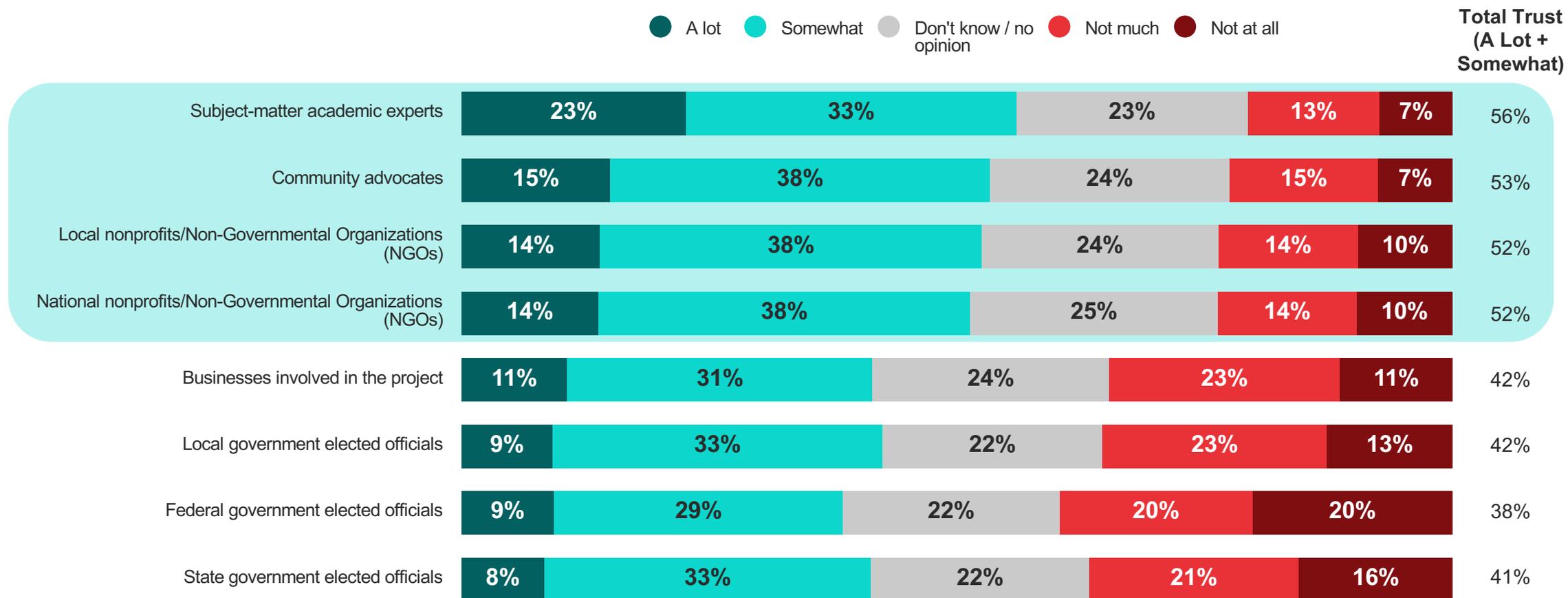


**"None of the above" and "Other, please specify" options removed for brevity*

DEVELOPMENT INFORMATION + UPDATES

Of the tested options, adults in Hub communities are most likely to trust subject-matter experts (56%), community advocates (53%), and nonprofits/NGOs (52%) at the local and national levels for information about Hydrogen Hub development in their area.

How much do you trust information about Hydrogen Hub development in the area where you live from each of the following sources?



AGENDA

PRIOR KNOWLEDGE

DEVELOPMENT INFORMATION + UPDATES

COMMUNITY RELATIONS + INPUT

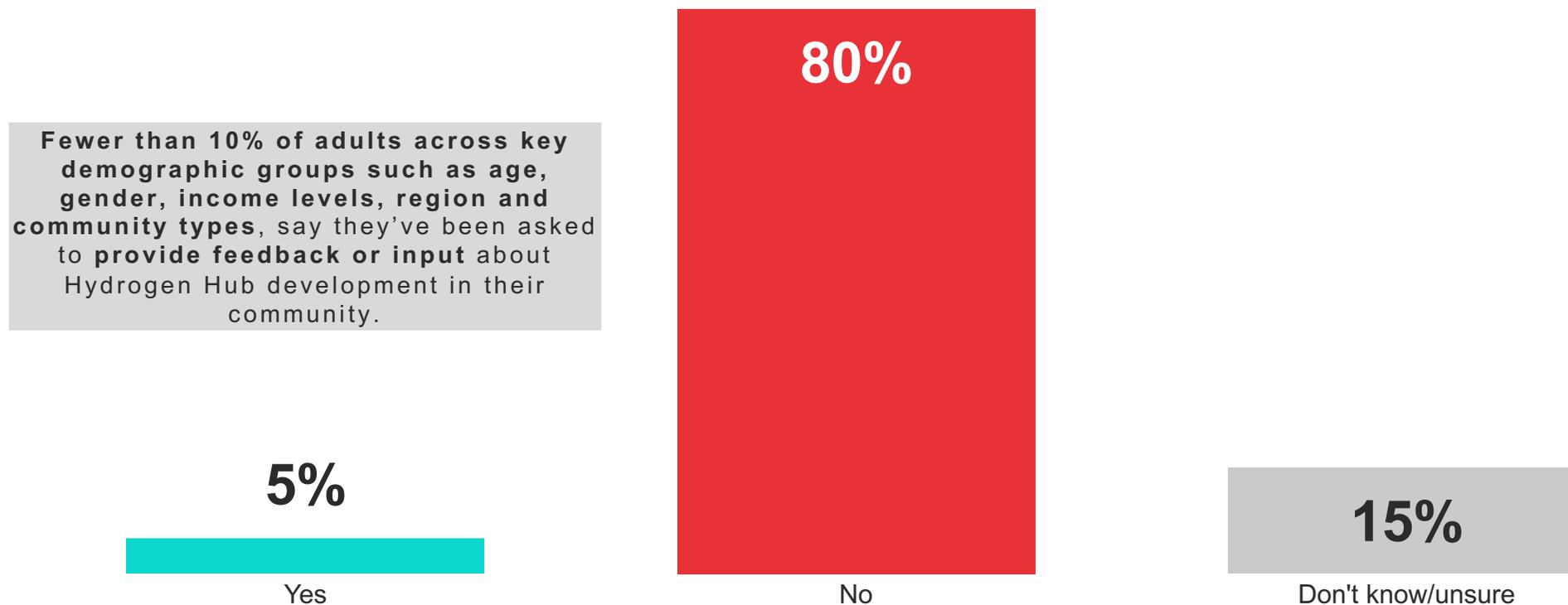
PERCEPTIONS & PRIORITIES



COMMUNITY RELATIONS + INPUT

A large majority (80%) of adults in Hydrogen Hub communities say they have not been asked to provide feedback or input related to Hydrogen Hub applications in their community.

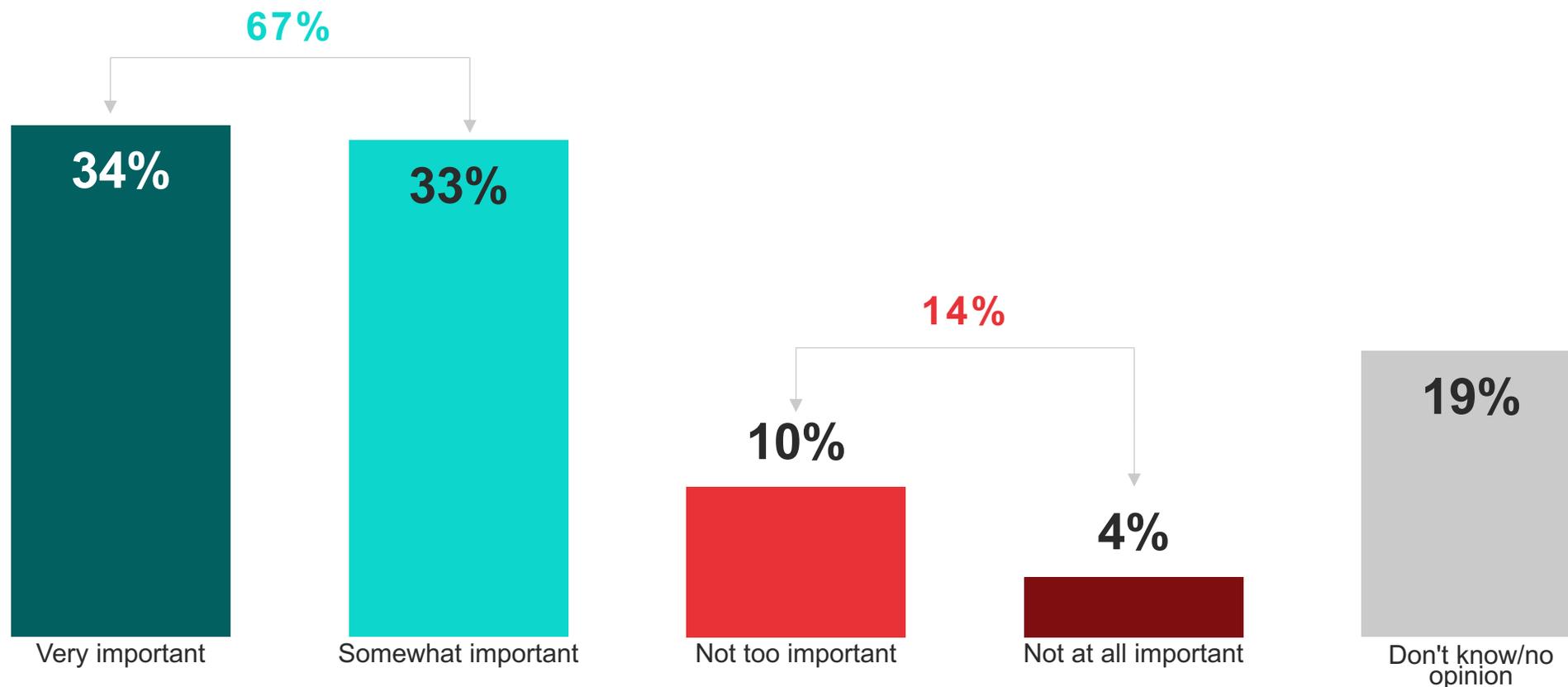
In the last few months, some Hydrogen Hub developers may have reached out to communities to discuss potential Hydrogen Hub projects. At any point in the past, have you been asked to provide feedback or input to businesses and/or government entities involved in applying for a Hydrogen Hub in your community?



COMMUNITY RELATIONS + INPUT

Two-in-three (67%) adults in Hydrogen Hub communities believe the opportunity to provide input and feedback about Hub development in their area is important.

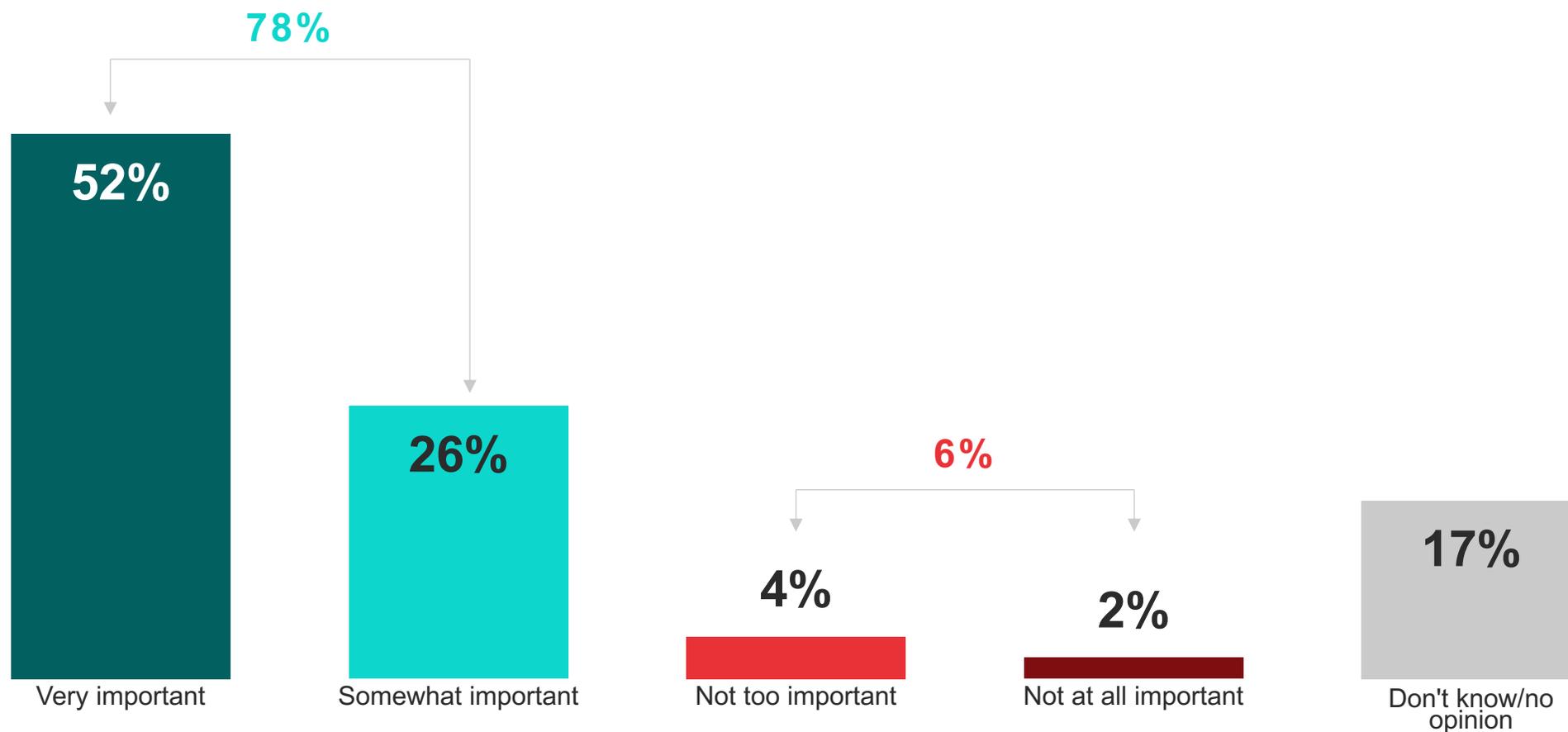
If the area where you live were to be selected as a Hydrogen Hub, how important is it to you to have the opportunity to provide input and feedback about Hydrogen Hub development in your area? This could include providing feedback through surveys, in-person or online community meetings, or meetings with project development teams.



COMMUNITY RELATIONS + INPUT

A large majority (78%) of adults in Hub communities believe it's important to negotiate a Community Benefits Agreement (CBA) related to Hydrogen Hub development to ensure that benefits are brought to where they live.

If a Hydrogen Hub were announced in your community, how important would it be for your community to negotiate a Community Benefits Agreement to help ensure certain benefits are brought to your community?

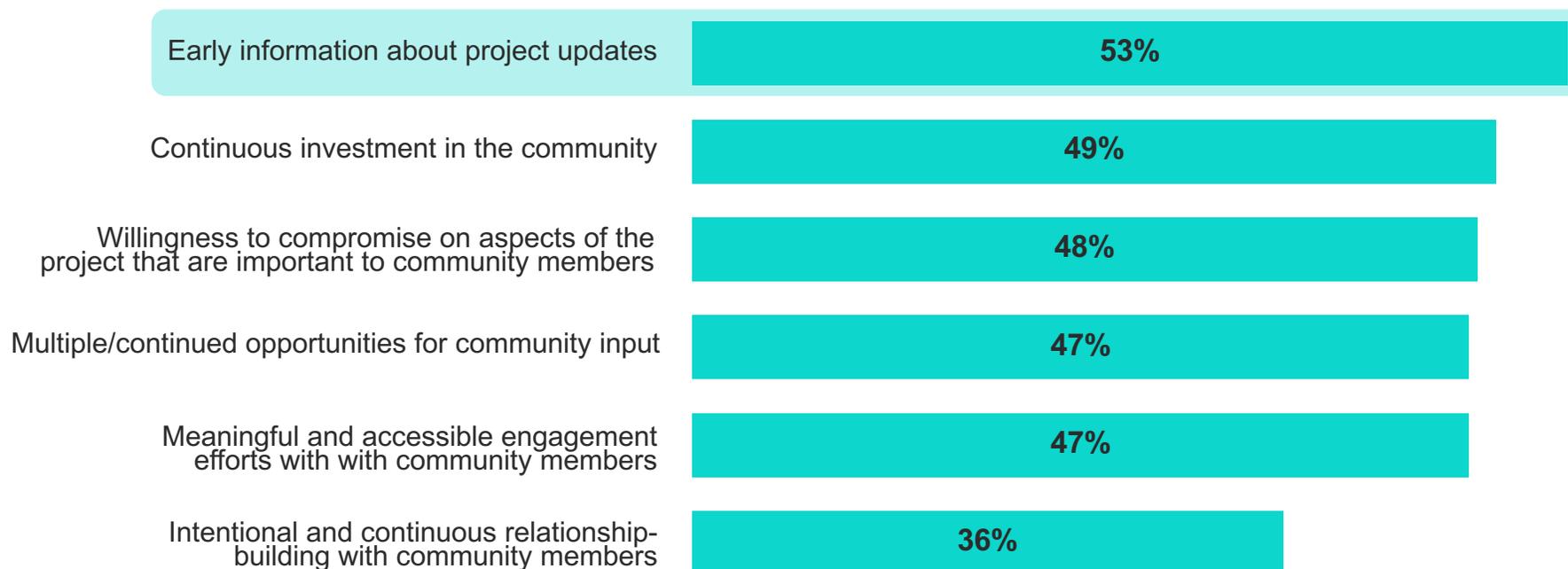


COMMUNITY RELATIONS + INPUT

Of the tested options, adults in Hydrogen Hub communities are most likely to point to early information about project updates (53%) as an important method of community engagement by businesses and government entities involved in Hub development.

In your opinion, which of the following methods of community engagement by businesses and government entities involved in Hydrogen Hub development are most important to you? Please select all that apply.

 Selected



**"None of the above" and "Other, please specify" options removed for brevity*

AGENDA

PRIOR KNOWLEDGE

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COMMUNITY RELATIONS + INPUT

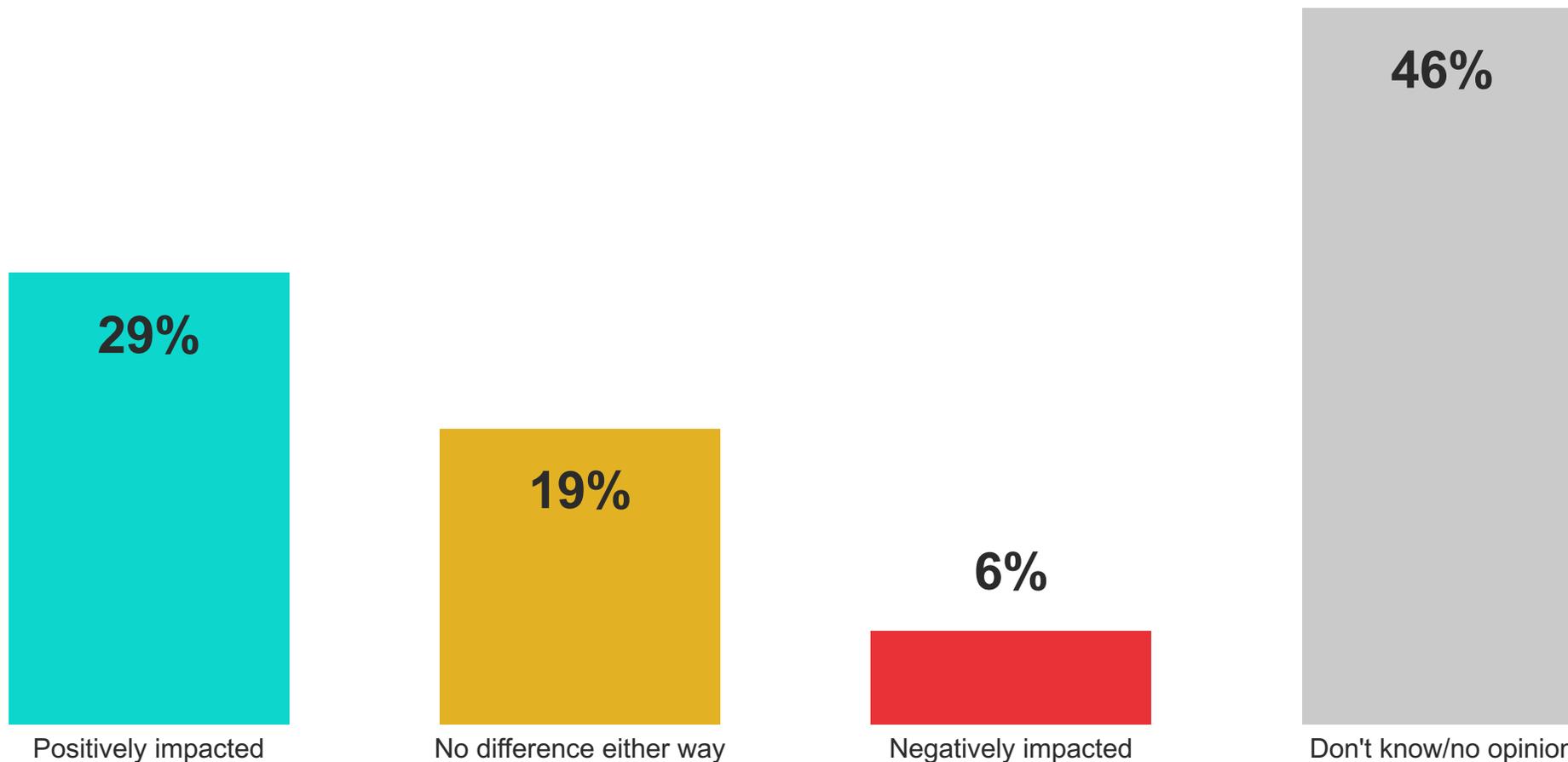
PERCEPTIONS & PRIORITIES



PERCEPTIONS & PRIORITIES

Close to half of adults in Hub communities (46%) don't have an opinion about a Hub's potential impact on their community. Among those with an opinion, a plurality (29%) believe Hub development will have a positive impact on the area where they live.

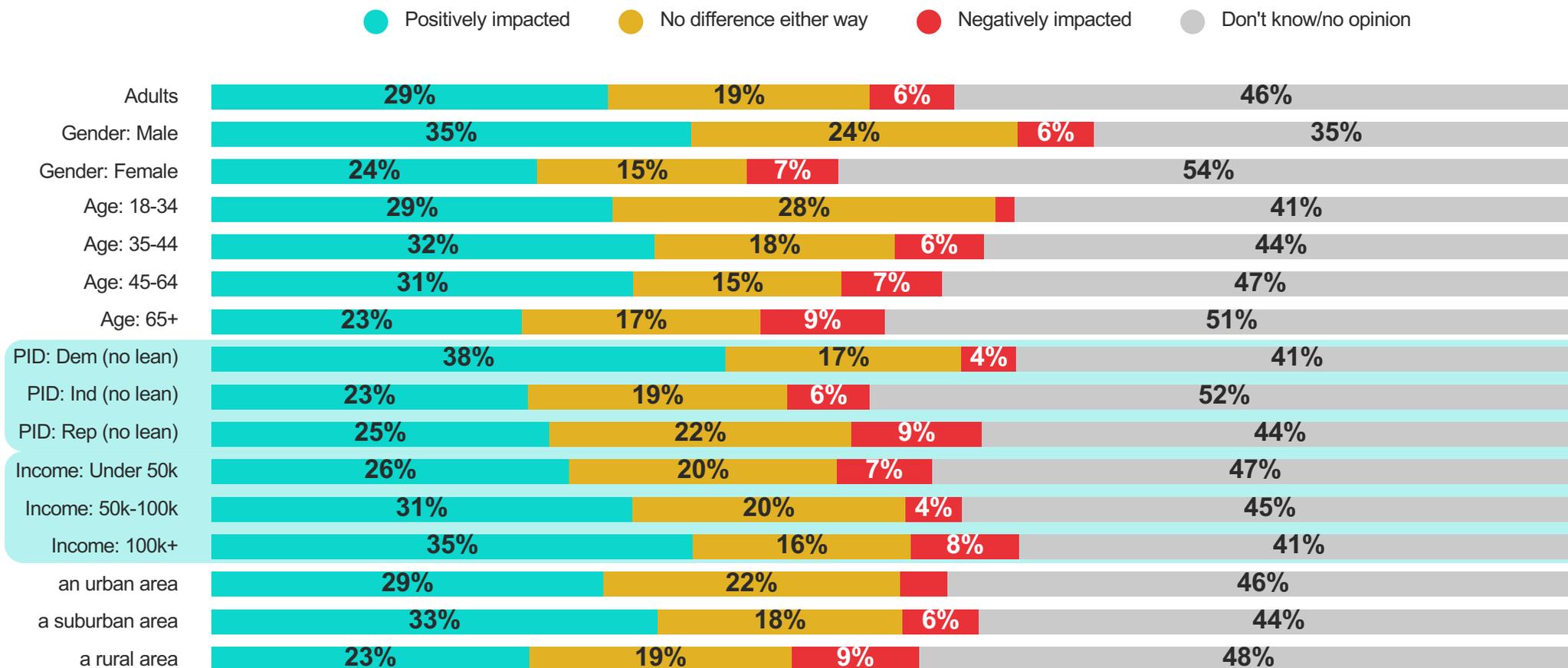
Based on what you know about Hydrogen Hubs, how do you believe your community might be impacted, if at all, by a Hydrogen Hub being built in your area?



PERCEPTIONS & PRIORITIES

Democrats and higher-income adults in Hub communities are more likely than adults of other political affiliations and income levels to believe Hub development would have a positive impact on their area.

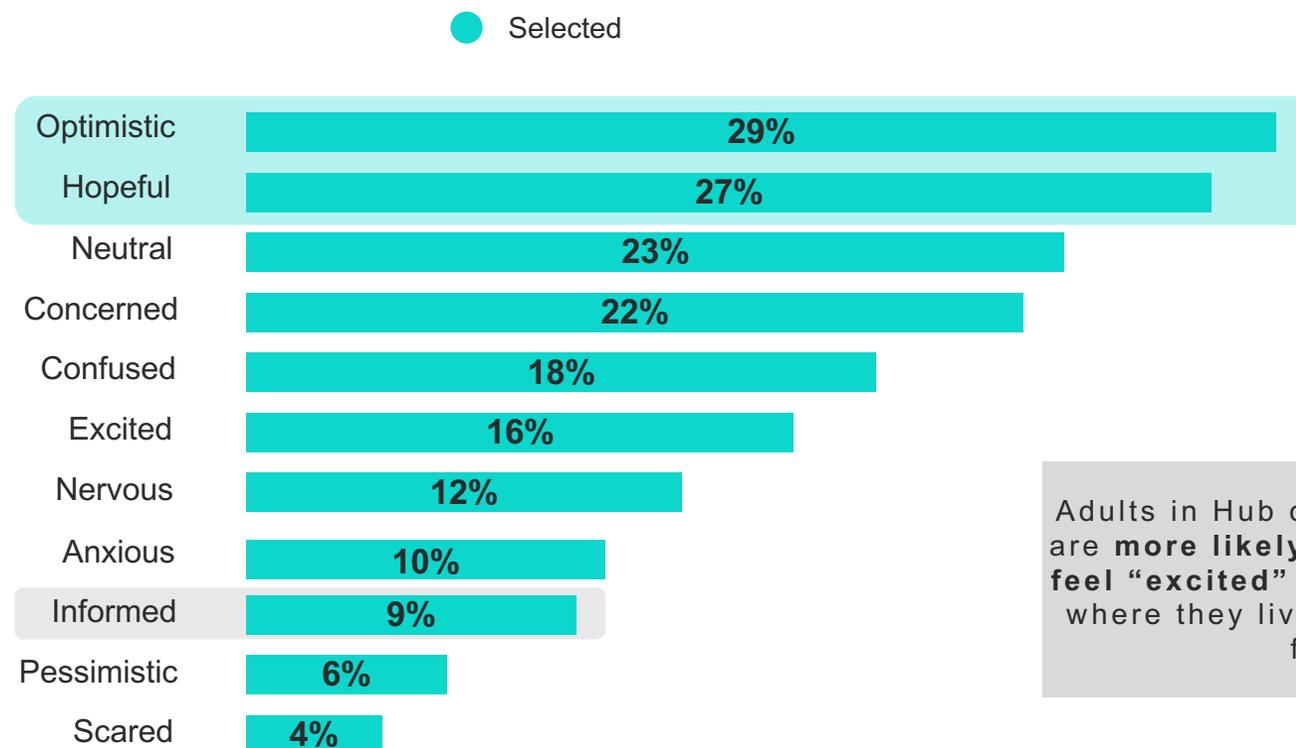
Based on what you know about Hydrogen Hubs, how do you believe your community might be impacted, if at all, by a Hydrogen Hub being built in your area?



PERCEPTIONS & PRIORITIES

Despite a general lack of knowledge or awareness about where they live applying to be a Hydrogen Hub, adults are most likely to say they're *optimistic* (29%) and *hopeful* (27%) about the prospect. However, just 9% feel *informed* about Hub development in their area.

Which of the following words or phrases best describes your feelings about the area where you live applying to be a recipient of a future Hydrogen Hub project? Please select all that apply.



Adults in Hub communities in the **Western U.S.** are **more likely than those in other regions to feel “excited” and “optimistic”** about the area where they live applying to be a recipient of a future Hub project.

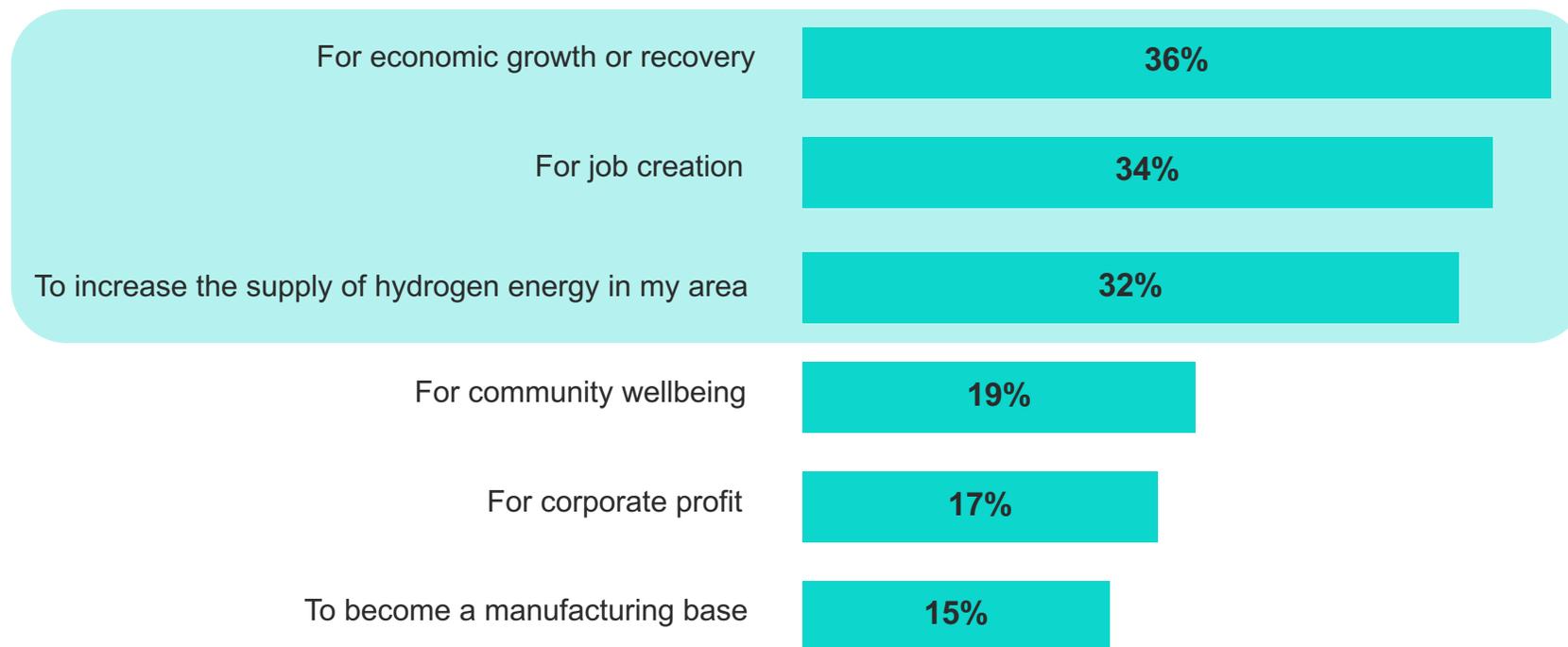
*None of the above” and ”Other, please specify” options removed for brevity

PERCEPTIONS & PRIORITIES

Adults in Hydrogen Hub communities are more likely to believe their area applied for general economic and energy reasons than for community wellbeing, corporate profit or manufacturing reasons.

To the best of your knowledge, why do you think the area where you live has applied to become part of a Hydrogen Hub? Please select all that apply.

Selected

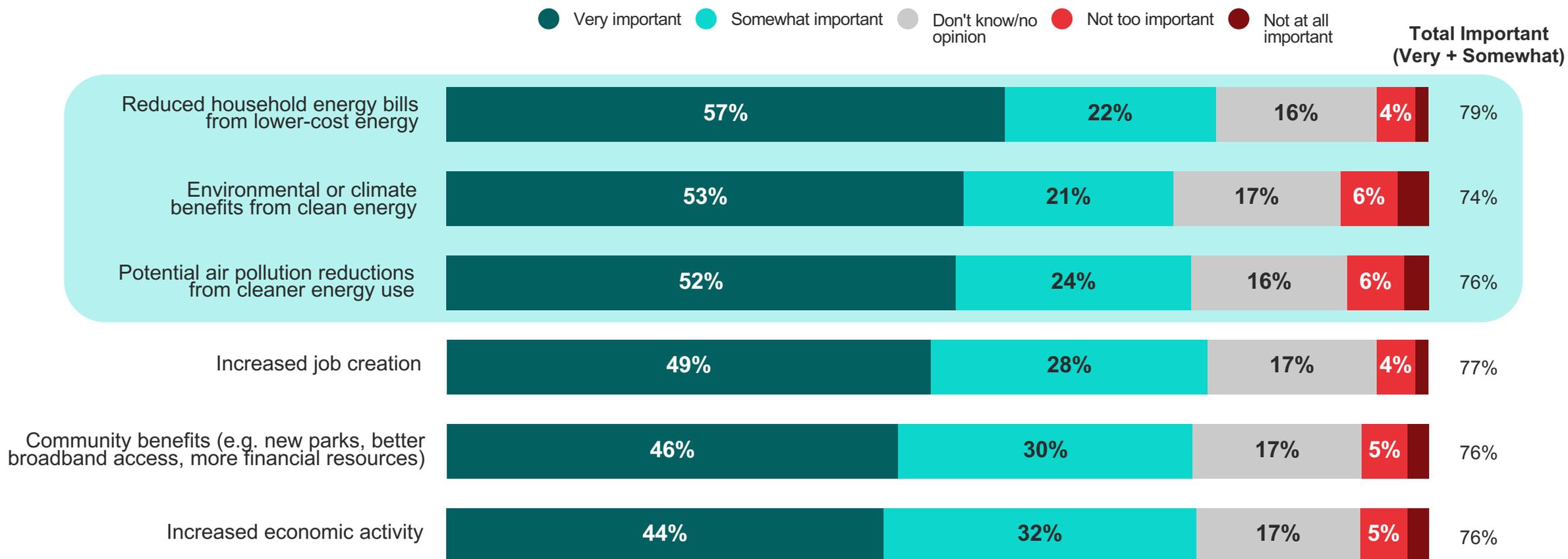


*"Don't know/no opinion" and "Other, please specify" options removed for brevity

PERCEPTIONS & PRIORITIES

Around three-quarters of adults in Hub communities view each tested outcome of Hub development as important, although intensity of opinion points to a greater focus on benefits related to energy prices and environmental impacts.

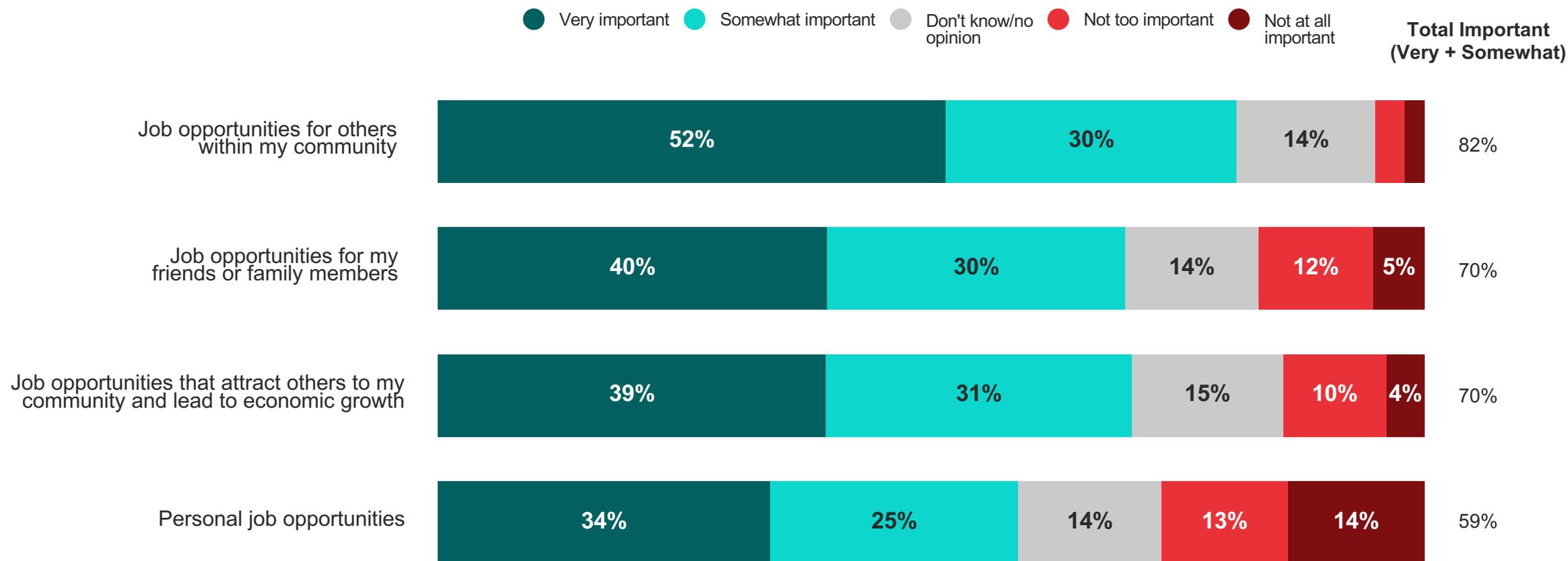
How important should it be, if at all, to achieve each of the following outcomes if Hydrogen Hub development were to happen in the area where you live?



PERCEPTIONS & PRIORITIES

Adults in Hydrogen Hub communities are interested in Hubs creating job opportunities for their community

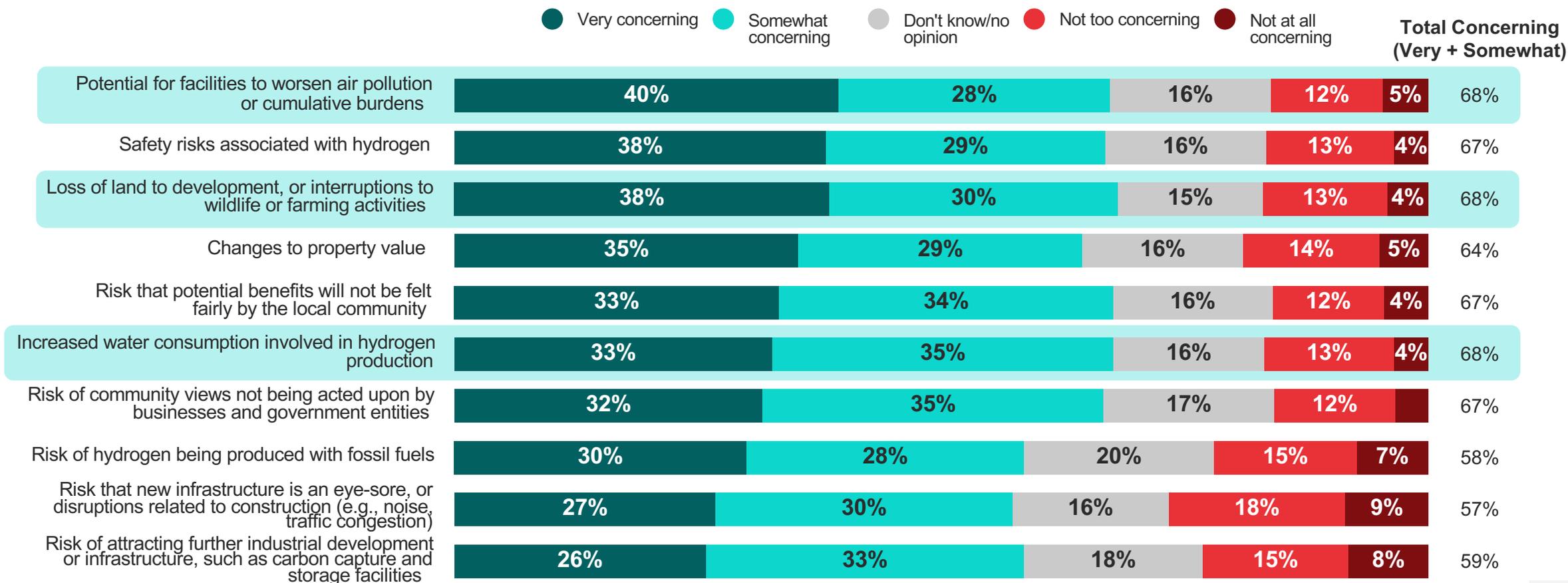
If a Hydrogen Hub is able to create job opportunities for your area, how important, if at all, would it be to achieve each of the following outcomes?



PERCEPTIONS & PRIORITIES

Adults' top concerns about Hydrogen Hub development in their area focus on the threats of worsened air pollution (68%), loss of land to development (68%), and increased water consumption associated with hydrogen production (68%).

How concerning, if at all, are each of the following potential negative outcomes of Hydrogen Hub development in the area where you live?





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