



www.nccommerce.com

NC TASKFORCE FOR OFFSHORE WIND ECONOMIC RESOURCE STRATEGIES (NC TOWERS)
THURSDAY, MAY 5, 2022

Outreach & Engagement Subcommittee

BEN CAHOON, Co-Chair
SUSI HAMILTON, Co-Chair
GREG ANDECK
DAVID KELLY

KARLY LOHAN
REP. GRIER MARTIN
JAIME SIMMONS
WIT TUTTELL

GENA RENFROW, Staff Liaison
LEX JANES, Staff Liaison



NC TOWERS

Outreach and Engagement Subcommittee (Outreach)

To identify and engage OSW stakeholders in North Carolina and beyond with a communications strategy that advocates for policies prioritizing OSW development

- Promote recommendations from Taskforce to stakeholders and policy-makers
- Connect governments and organizations working on OSW advancement in NC
- Build upon partnerships, such as the Southeast and Mid-Atlantic Regional Transformative Partnerships for Offshore Wind Energy Resources (“SMART-POWER”)

Topics to discuss and consider:

- Messaging priorities & consistency
- Outreach strategies
- State government
- Federal government
- Local governments
- Special interest groups
- Best practices among similar efforts

Commerce Liaisons: Gena Renfrow and Lex Janes

NC TOWERS

Outreach and Engagement Subcommittee (Outreach)

Identify Key Stakeholders

- Master contact list includes 700+ individuals, to date
- Includes input from subcommittee members/organizations – Audubon, EDF, SEWC, Commerce, EDPNC

Need from Taskforce Members:

- Review list and identify any gaps
- Provide contact information/lists to help fill gaps

NC TOWERS

Outreach and Engagement Subcommittee (Outreach)

Stakeholder Engagement – Survey Key Stakeholders

- Create survey to gauge attitudes, information needs and level of engagement of key stakeholders
- Share results with Taskforce to inform our work

Need from Taskforce Members:

- Review draft survey and provide feedback

NC TOWERS

Outreach and Engagement Subcommittee (Outreach)

Stakeholder Engagement – Listening Sessions/Roundtables

- Engage in listening sessions with related organizations
- Participate in conferences and roundtables by others
- Conduct 3 roundtables between July and November 2022
- Conduct additional roundtables in 2023
- Distribute fact sheets, virtual environments and/or other displays

Need from Taskforce Members:

- Recommend related organizations for listening sessions
- Recommend conferences and roundtables where our participation might be beneficial
- Suggest roundtable locations including venues

NC TOWERS

Outreach and Engagement Subcommittee (Outreach)

Stakeholder Engagement – Informational/Visual Displays

- Create informational/visual displays about OSW in NC to communicate the Governor's goals and the work of the Taskforce to the public
- Displays to be both physical & virtual (use QR code)
- Install displays in state-owned/public high-traffic locations – zoo, aquariums, rest stops, town halls etc.
- Share virtual displays & QR code to appropriate partners for distribution
- SEWC [offshore wind visualizations](#) are an existing resource to be displayed virtually in state-owned locations with high traffic

Need from Taskforce Members:

- Suggest appropriate high-traffic environments for display
- Suggest appropriate partners for distribution

NC TOWERS

Outreach and Engagement Subcommittee (Outreach)

Stakeholder Engagement – One-pagers/Fact Sheets

- Create series of one-pagers/fact sheets on facets of OSW with links to other key resources tailored to various stakeholder groups
 - SEWC is creating one-pager with details about the Wilmington East wind energy area, including size and distance from shore, size and number of turbines simulated, conditions simulated, and locations simulated – this one-pager would augment the info/visual displays in high-traffic areas
- Fact sheets may be shared at roundtable discussions
- Fact sheets to serve as key messages for other forms of communication

Need from Taskforce Members:

- Share any existing OSW fact sheets currently using

NC TOWERS

Outreach and Engagement Subcommittee (Outreach)

Key Needs from Taskforce Members:

- Review draft stakeholder list and identify any gaps
 - Provide contact information/lists to help fill gaps
- Review draft survey and provide feedback
- Share any existing OSW fact sheets currently using
- Suggest roundtable locations – including venues
- Recommend related organizations for listening sessions
- Recommend conferences and roundtables where our participation might be beneficial
- Suggest appropriate high-traffic environments for OSW info/visual displays