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NC TASKFORCE FOR OFFSHORE WIND ECONOMIC RESOURCE STRATEGIES (NC TOWERS)  
WEDNESDAY, MAY 10, 2023

## *Outreach & Engagement Subcommittee*

BEN CAHOON, Co-Chair  
SUSI HAMILTON, Co-Chair  
NATALIE ENGLISH

DAVID KELLY  
KARLY LOHAN  
WIT TUTTELL

LEX JANES, Staff Liaison  
GENA RENFROW, Staff  
Liaison



# NC TOWERS

## Outreach and Engagement Subcommittee – Charge

***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***

# Brunswick County Open House

March 21<sup>st</sup>, Brunswick Community College, 4 – 7 p.m.

- 91 attendees
- 8 tables with experts from – BOEM, USCG, SWEC, Visit NC, Chambers for Innovation, Wilmington Chamber, NC Coastal Federation, NC Sierra Club, UNC-W, TotalEnergies, Dominion Energy, Duke Energy Renewables
- Presentations by [BOEM](#), [SEWC](#) & [NC Dept. of Commerce](#)



# Brunswick County Open House cont.

- 9 Taskforce members, 3 subcommittee members, 9 staff
- Media coverage – [WRAL](#), [WECT](#)

## Leaders discuss offshore wind plan at event hosted by Brunswick Community College



# Brunswick County Open House Feedback

- Tracked 53 conversations = 58% of attendees
  - 25 categorized as positive (47%), 12 negative (22%), 16 neutral/mixed (30%)
- 13 survey responses = 14% of attendees
  - 76% agreed that presenters at open house listened to them
  - 54% agreed that open house provided needed info on OSW
  - 69% opted to subscribe to OSW newsletter



# Brunswick County Open House Feedback cont.

## Combined metrics – conversation tracking & survey

- 66 total responses = 72% of attendees (if no duplicates)
- 31 categorized as positive = 47% of responses
- 16 categorized as negative = 24% of responses
- 19 neutral/mixed = 29% of responses



**NC TOWERS Brunswick County Open House Feedback Survey**

Please share your feedback about today's open house.

The Outreach & Engagement Subcommittee of NC TOWERS is committed to sharing information on the responsible development of offshore wind in North Carolina and to creating opportunities for North Carolinians to interact with offshore wind experts. We're also committed to gathering feedback from citizens and other offshore wind stakeholders to share with the full NC TOWERS taskforce

# State Energy Conference

April 25 & 26, NC State University

- ~850 attendees
- NC TOWERS hosted exhibitor booth
- 65 interactions at booth with attendees
- Gov. Cooper's keynote highlighted both the economic opportunities of offshore wind and NC TOWERS
- Media coverage – [Charlotte Business Journal](#) ; [WFAE-FM](#)



# Offshore Wind Newsletter

- Since launch in Dec. 2022, number of subscribers has increased by 25%
  - Currently 342, started with 275
- Newsletter features columns from Marqueta Welton & Jennifer Mundt, a roundup of OSW news highlights, and a supply chain spotlight
- Please encourage supply chain companies to submit their information using the [link](#) in the newsletter
- If you're not receiving your copy, please contact Gena Renfrow, [gena.renfrow@commerce.nc.gov](mailto:gena.renfrow@commerce.nc.gov)



NC DEPARTMENT  
of COMMERCE  
CLEAN ENERGY ECONOMIC  
DEVELOPMENT

IN PARTNERSHIP WITH  
**NC TOWERS**

**WINDWIRE: N.C. Offshore Wind  
Industry News**

A NEW NEWSLETTER FROM N.C. COMMERCE AND THE  
NCTOWERS OSW TASKFORCE



**Jennifer Mundt**  
*Assistant Secretary for Clean  
Energy Economic Development,  
N.C. Department of Commerce*

This is an exciting time for the offshore wind industry in our state and your community, and we're excited to welcome you to this first edition of our newsletter offering policy and economic development news about the offshore wind energy industry in North Carolina.

The passage of the Inflation Reduction Act, or IRA, last summer removed the 10-year moratorium on the leasing of offshore wind areas in U.S. federal waters – clearing a path for North Carolina to take advantage of this once-in-a-generation opportunity to create a new clean industry in our state.



# NC IMPACT - PBS

## NC IMPACT – [The Potential of Offshore Wind Industry](#)

- Airdate 3/24/23 on PBS North Carolina
- Features Marqueta Welton, Perry Harker, Steve Kalland, and Michele Querry

