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NC TASKFORCE FOR OFFSHORE WIND ECONOMIC RESOURCE STRATEGIES (NC TOWERS)  
THURSDAY, FEB. 9, 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***

# Offshore Wind Stakeholder Survey 2022 - Methodology

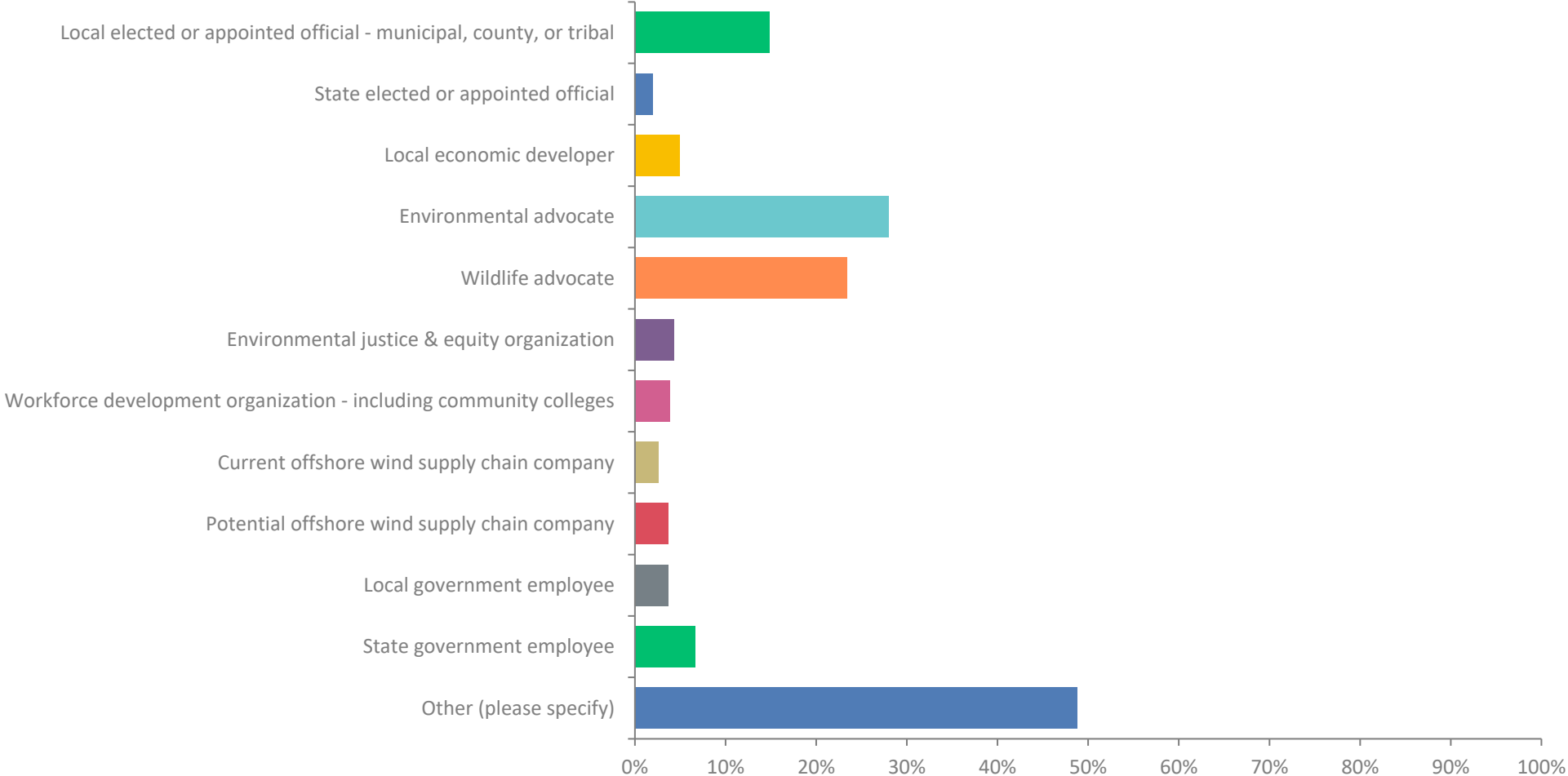
## Stakeholder Engagement – ID and Survey Key Stakeholders

- Survey is not a statistically valid poll, rather is intended to help Taskforce and Outreach & Engagement Subcommittee identify information needs and opportunities to engage with OSW stakeholders
- Identified 700+ individuals and compiled into a master contact list
  - Includes input from taskforce members and subcommittee members/organizations – Audubon, EDF, SEWC, Commerce, EDPNC
- Survey link e-mailed twice to 700+ individuals on key stakeholder list; also promoted on Commerce social media channels, NC TOWERS webpage, in press release from Gov. Cooper's office, and during NC TOWERS Taskforce meetings livestreamed on YouTube; stakeholders also encouraged to share link via e-mail and social media

# Offshore Wind Stakeholder Survey 2022 - Overview

- 465 responses received
- Completion rate 100% – no “dropouts”
- Top stakeholder groups – respondents able to select more than one category
  - Environmental/wildlife advocate – 51%
  - Other – 49%
    - majority “coastal resident/homeowner/property owner”, some “citizen/taxpayer”, a few - scientist/university, OSW industry, consultants,
  - Local elected or appointed official – municipal, county, or tribal – 15%

# Q1. With which stakeholder group(s) do you identify? Please choose all that apply.



Answered: 465 Skipped: 0

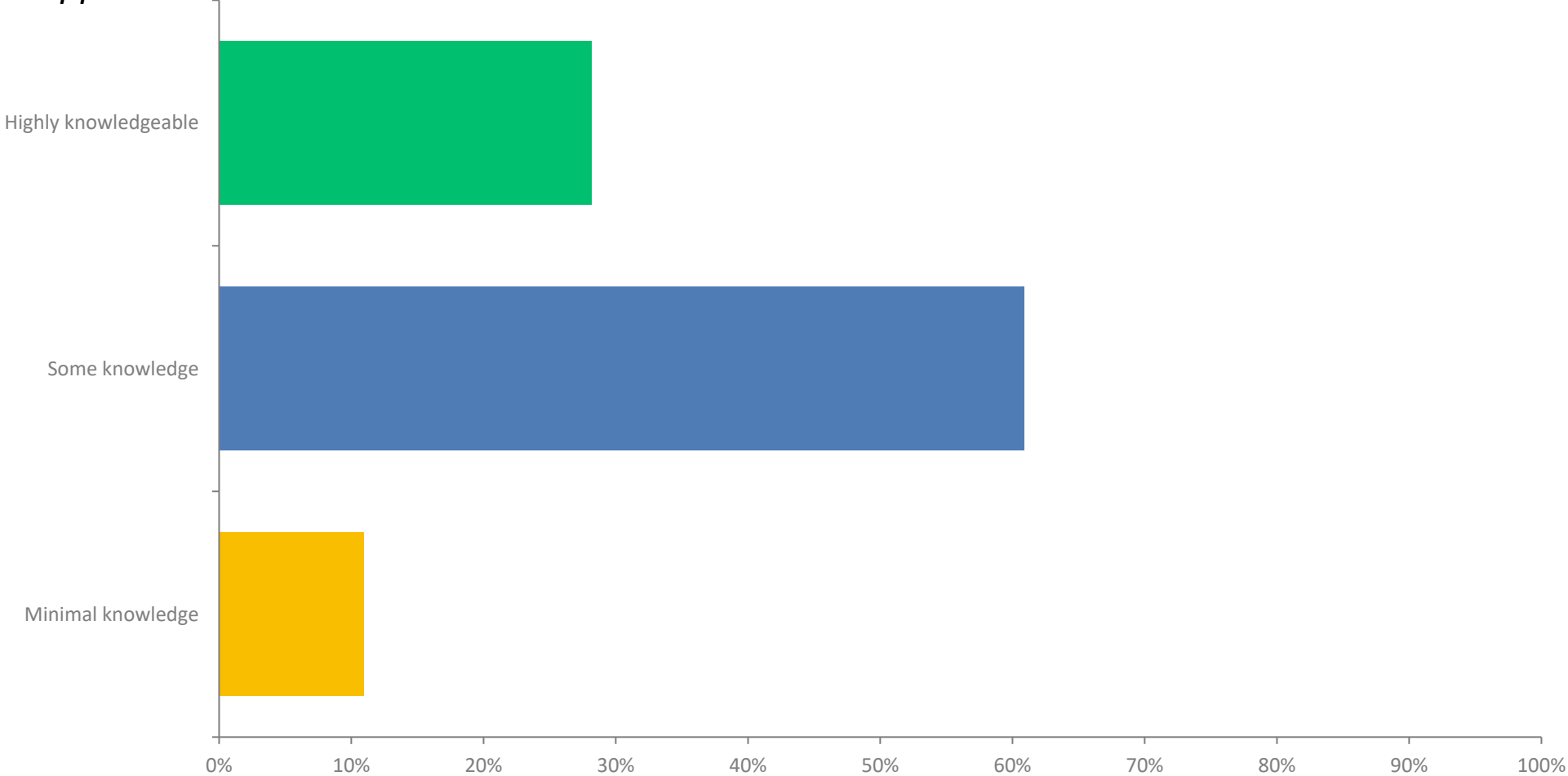
## Q2. In which county of the state do you live?

- Top counties
  - Brunswick – 42%
  - Dare – 13%
  - Carteret – 8%
  - Wake – 8%
  - New Hanover – 6%

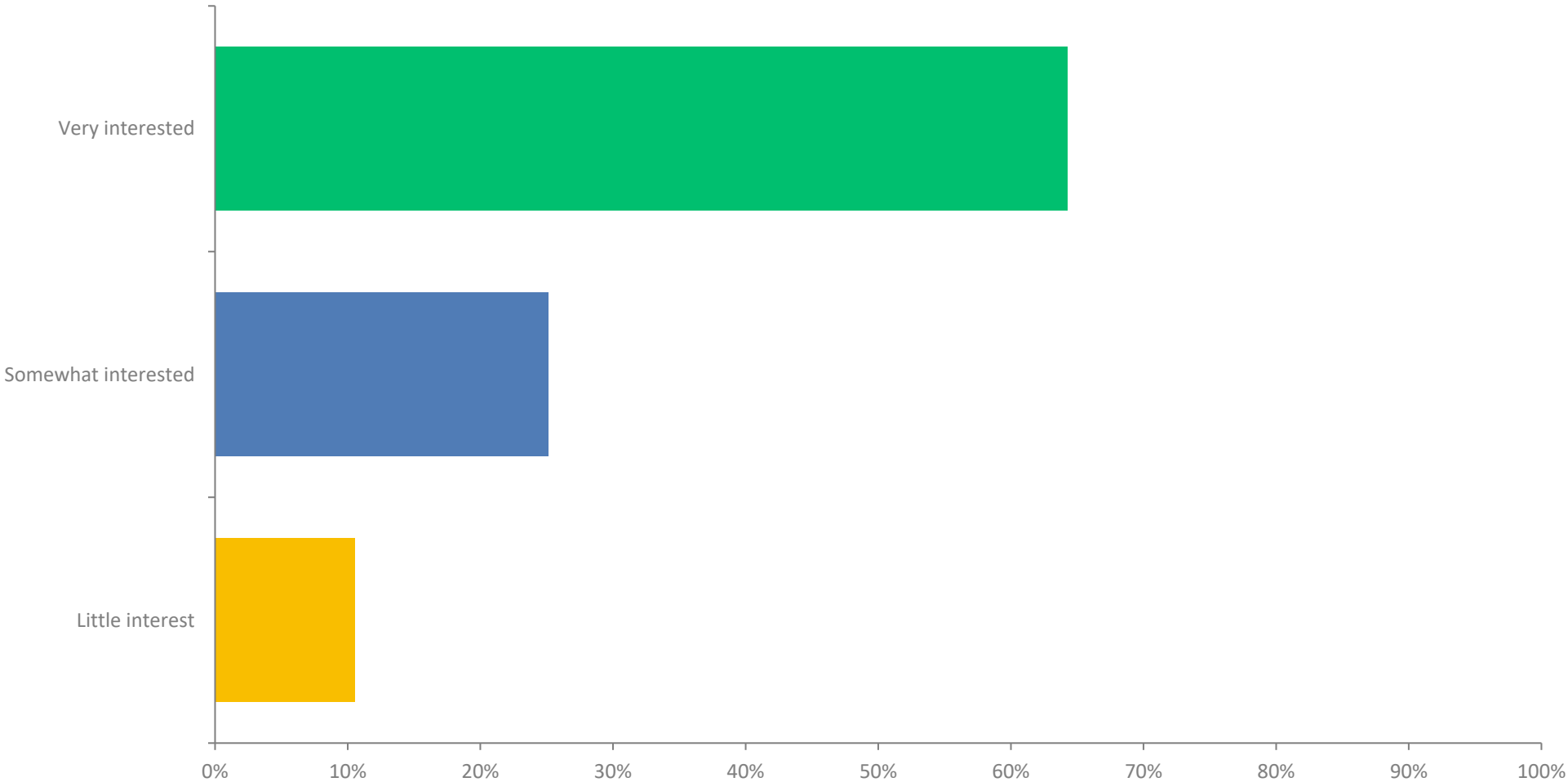
*Answered: 465 Skipped: 0*

# Q3: How would you describe your level of knowledge on the topic of offshore wind energy?

Answered: 465 Skipped: 0



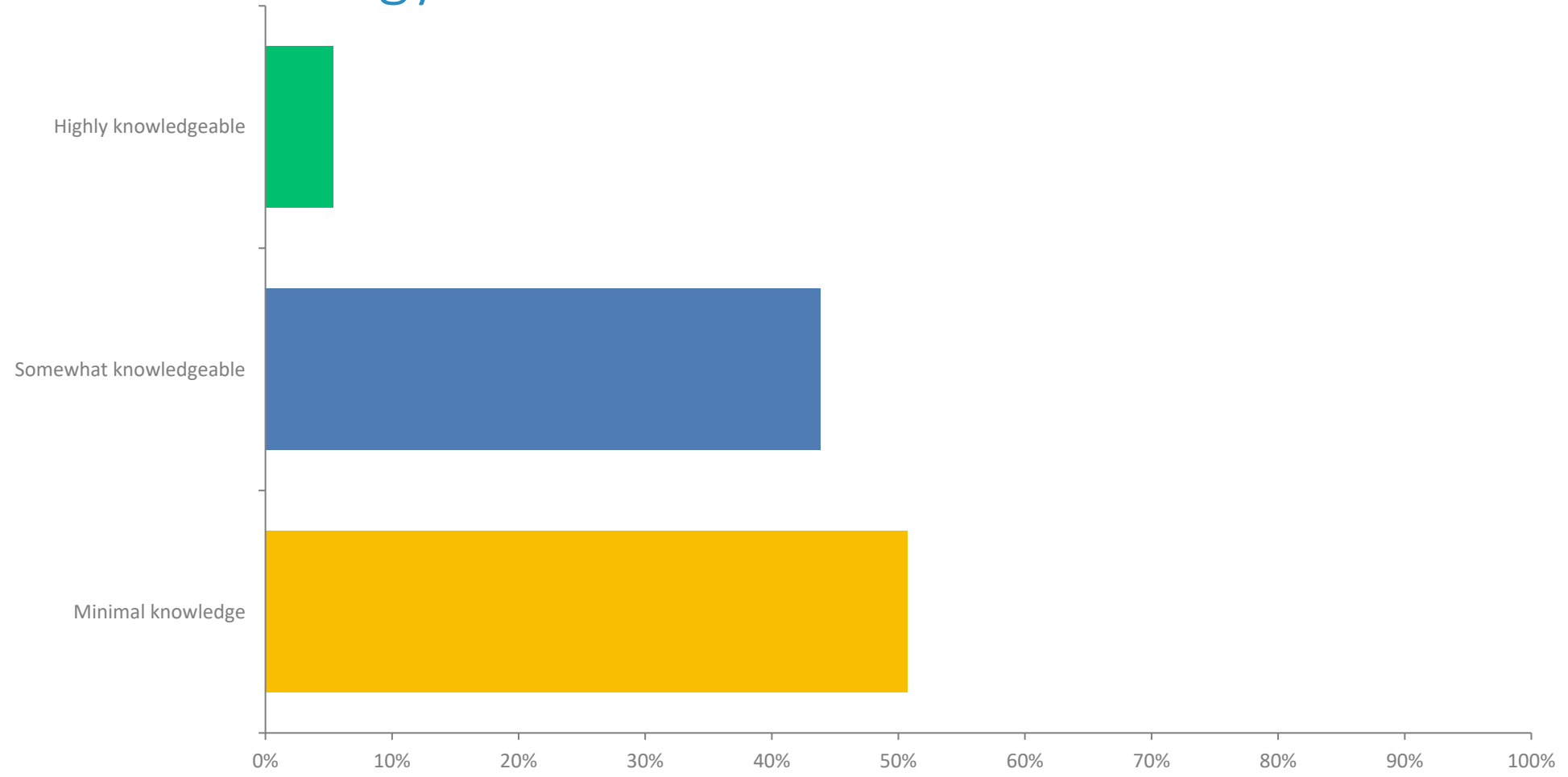
# Q4: How interested are you in learning more about offshore wind energy in North Carolina?



Answered: 465 Skipped: 0

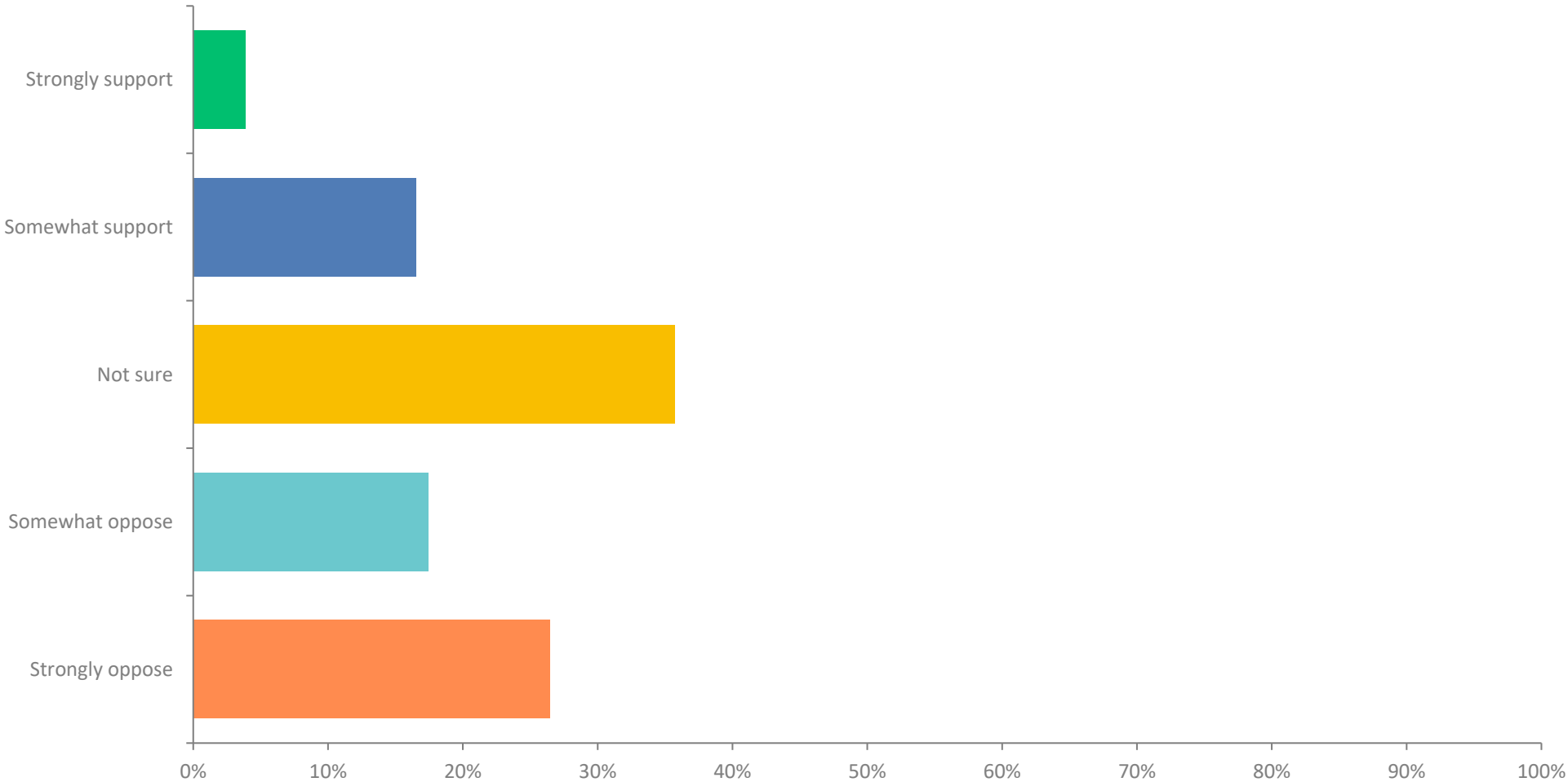


# Q5: In the community in which you live, how would you describe the level of knowledge among community members on the topic of offshore wind energy?



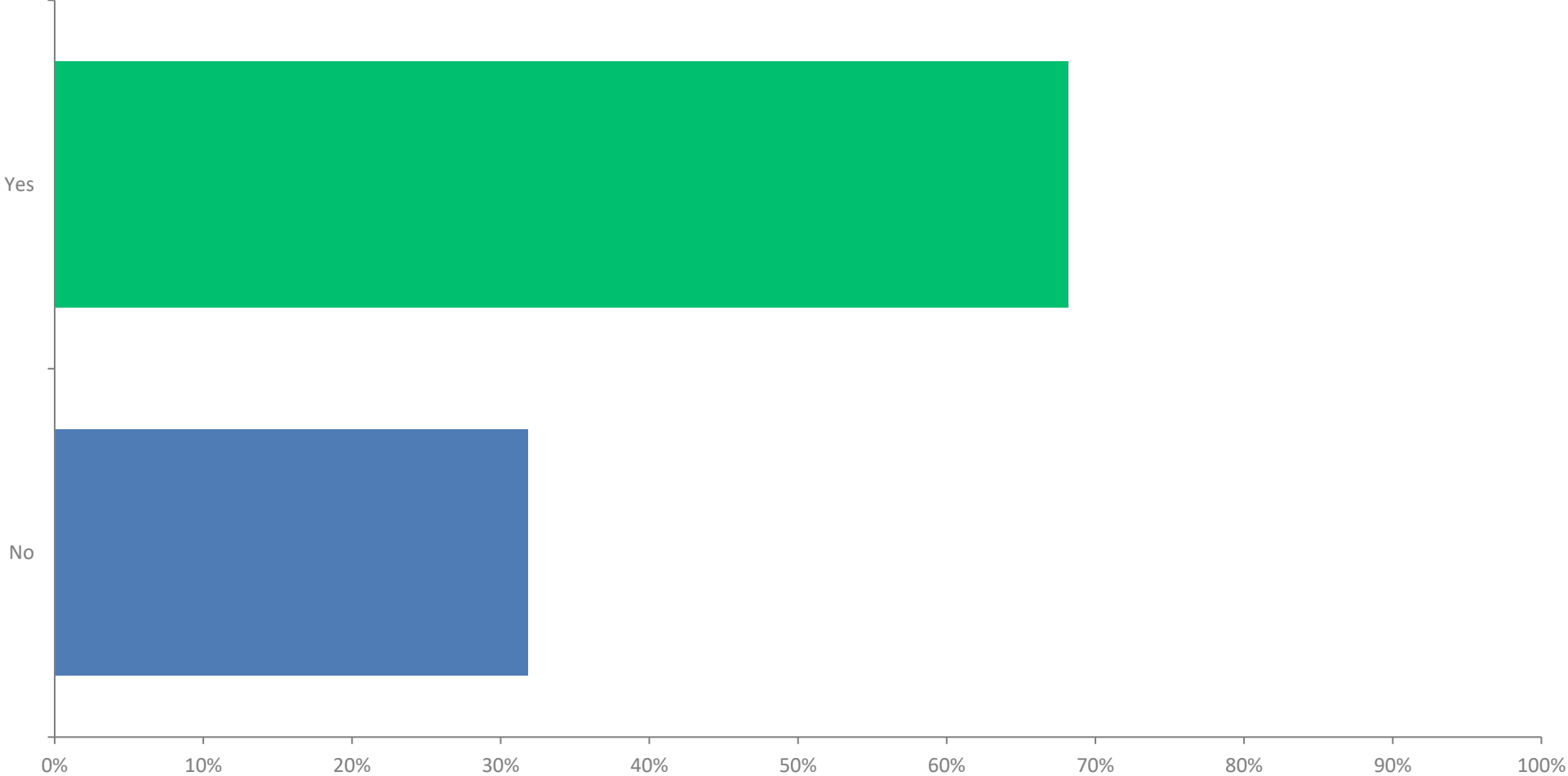
Answered: 465 Skipped: 0

# Q6: In the community in which you live, how would you describe the level of support among community members for the responsible development of offshore wind energy in North Carolina?



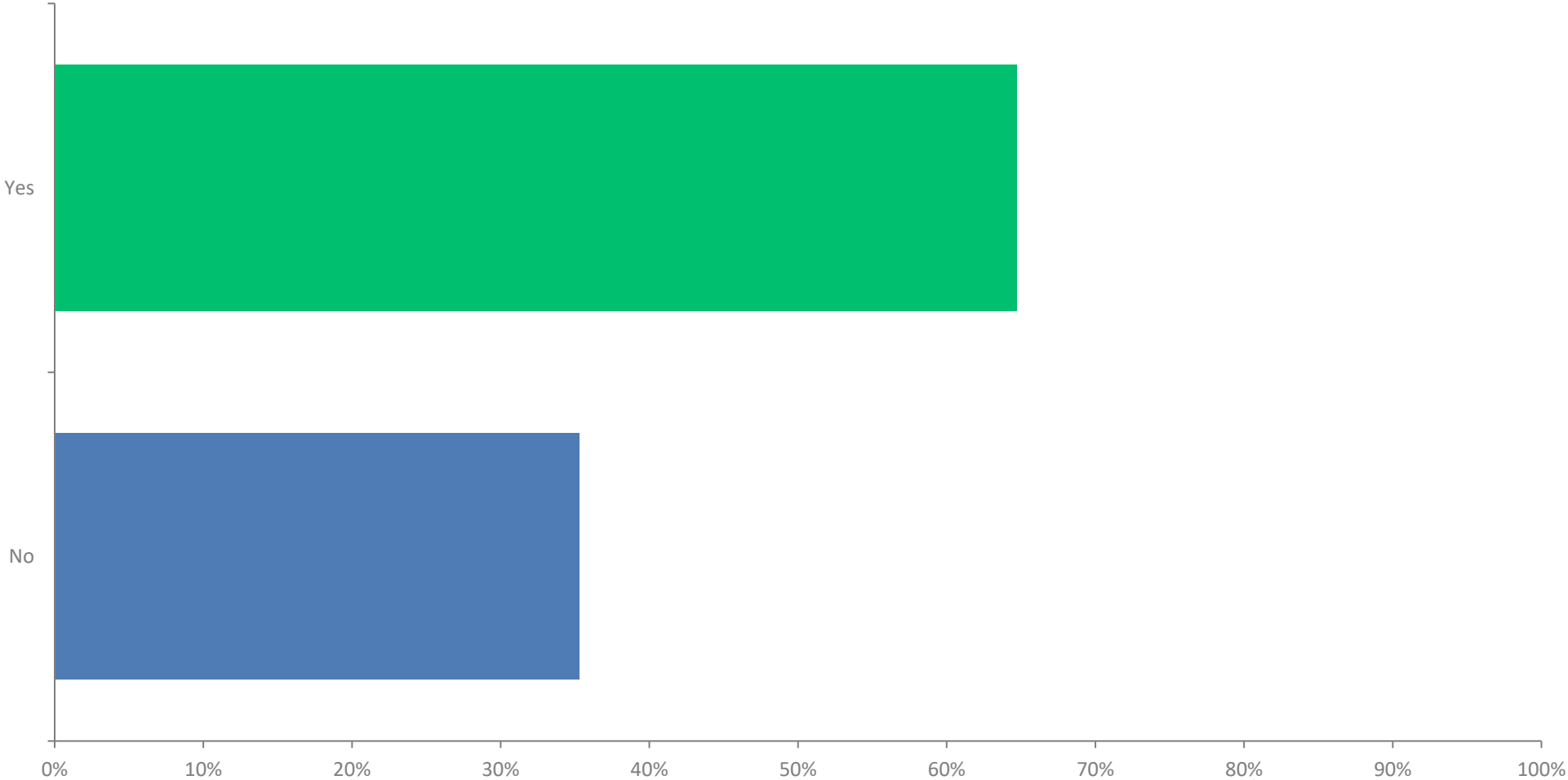
Answered: 465 Skipped: 0

Q9: Would you like to attend an offshore wind discussion in your community to hear more about the economic and environmental benefits of offshore wind for North Carolina and to share your feedback about the responsible development of offshore wind energy in our state?



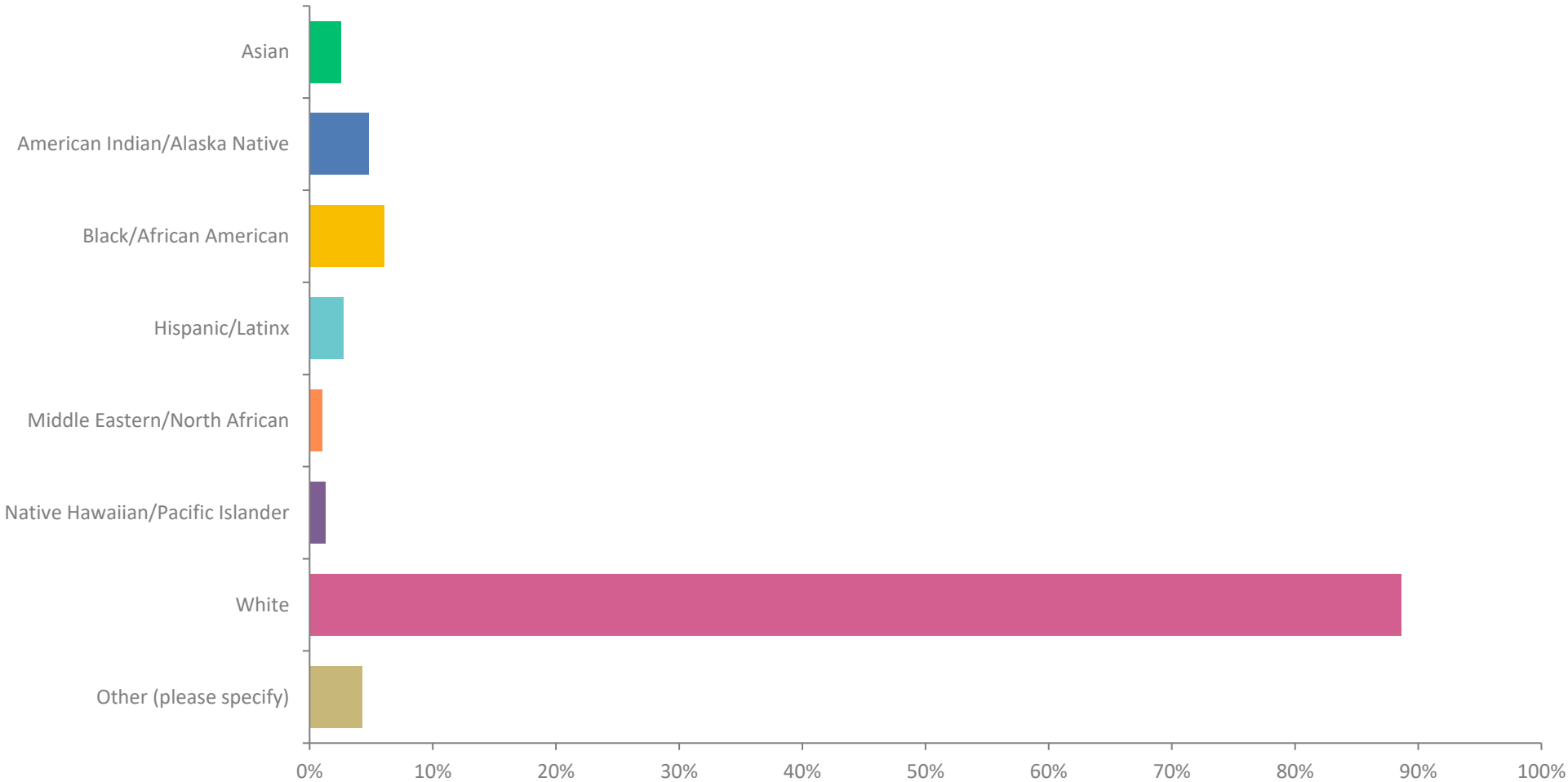
Answered: 465 Skipped: 0

# Q10: Are you interested in subscribing to our monthly newsletter about the ongoing work of the NC TOWERS taskforce and offshore wind activities in North Carolina?



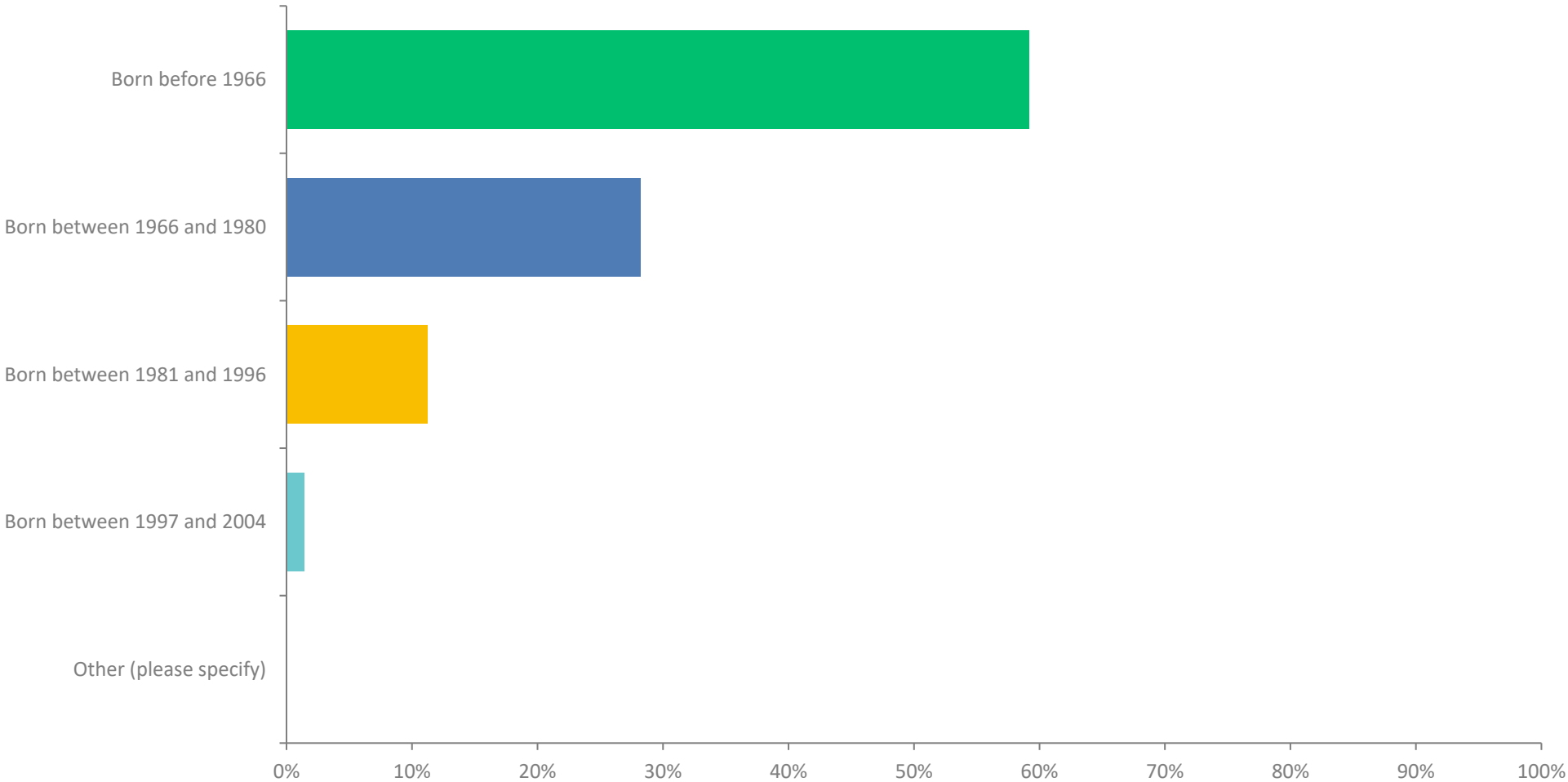
Answered: 465 Skipped: 0

# Q15: Please check all racial and ethnic groups that you identify with. (optional)



Answered: 395 Skipped: 70

# Q16: Please select one option below for your year of birth. (optional)



Answered: 436 Skipped: 29

# NC TOWERS

## Outreach and Engagement Subcommittee (Outreach)

### **Stakeholder Engagement – Roundtables/Brunswick Open House**

- Conducted two pilot small group, roundtable discussions
  - Aug. 3 at ECSU
  - Nov. 15 at Carteret Community College in Morehead City
  - Strong turnout & robust discussion at both (see notes below)
- Key process learnings from pilots
  - Need to provide OSW 101
  - Take questions during presentations to encourage two-way discussion
  - Hold after regular business hours to allow teachers, fisherfolk to attend
- Potential for collaboration with other subcommittees on stakeholder-specific roundtables
- Next event = Open House in Brunswick County in March

# NC TOWERS

## Outreach and Engagement Subcommittee (Outreach)

### **Stakeholder Engagement – Brunswick Open House**

- Responding to feedback in survey – 42% of respondents (200 individuals) live in Brunswick Co., two-thirds of those said they would like to attend an OSW discussion in their community
- Event to be held in March
- Working to finalize date & location – tentatively planned for Brunswick Community College
- Planning to hold 4 – 7 p.m. to maximize participation (will provide food)
- Working to have experts from BOEM, UNC-W, NC TOWERS available so attendees can meet experts one-on-one and ask questions in a comfortable environment
- Creating feedback mechanisms so that attendees can submit feedback to Taskforce about event and about OSW. Feedback forms will also be a way for attendees to submit additional questions to Taskforce.
- Will be reaching out to Taskforce members about participation in open house



# NC TOWERS

## Outreach and Engagement Subcommittee (Outreach)

### Stakeholder Engagement – OSW newsletter

- Two-thirds of survey respondents (301 individuals) said they are interested in subscribing to our new monthly newsletter of offshore wind efforts in NC
- Newsletter launched in Dec. 2022
- Newsletter features columns from Marqueta Welton & Jennifer Mundt, a roundup of OSW news highlight, and a supply chain spotlight
- Dec. issue included a summary of stakeholder survey results
- 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)



### 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.