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NC TASKFORCE FOR OFFSHORE WIND ECONOMIC RESOURCE STRATEGIES (NC TOWERS)
THURSDAY, AUG. 10, 2023

Outreach & Engagement Subcommittee

BEN CAHOON, Co-Chair
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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

Fiscal Year 2022-2023 Deliverables

- Conducted NC TOWERS' first statewide stakeholder engagement survey to gauge information needs and level of engagement of key stakeholders
- Held open house in Brunswick County connecting residents with experts from BOEM, US Coast Guard, Visit NC, Dominion Energy, Duke Energy Renewables, TotalEnergies, Southeastern Wind Coalition, Chambers for Innovation, Wilmington Chamber, NC Coastal Federation, NC Sierra Club & UNC Wilmington
- Held stakeholder roundtable discussions in Elizabeth City and Morehead City
- Staffed info booth at State Energy Conference at NCSU
- Assisted with pilot K-12 outreach at South Greenville Elementary School
- Developed fact sheet on OSW economic development opportunities in NC – shared with above audiences
- Launched monthly OSW newsletter – since Dec. 2022 number of subscribers has increased 40%



Next Steps Fiscal Year 2023 - 2024

- Taskforce goal – Create, publish and maintain a master OSW engagement calendar
- Conduct second stakeholder survey – survey will be available to public on NC TOWERS webpage
- Update existing fact sheet and create additional informational materials to increase level of awareness and understanding of offshore wind opportunities in North Carolina
- Assist with Taskforce K-12 outreach
- Partner with other NC TOWERS subcommittees to conduct outreach events with key stakeholders – including existing and potential offshore wind supply chain companies and community colleges



