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NC TASKFORCE FOR OFFSHORE WIND ECONOMIC RESOURCE STRATEGIES (NC TOWERS)
TUESDAY, NOV. 1, 2022

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



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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

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Identify Key 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
- Thanks to all who provided contacts

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Stakeholder Engagement – Survey Key Stakeholders

- Created survey to gauge attitudes, information needs and level of engagement of key stakeholders
- Survey invite sent to 700+ individuals on key stakeholder list, also promoted on Commerce social media channels and NC TOWERS webpage, stakeholders encouraged to share link
- As of 10/18/22, 198 responses received
- Survey will close Monday, Nov. 7th, 5 p.m.; survey reminder with closing date sent week of Oct. 24th to 700+ key stakeholder list and promoted on Commerce social media
- Please share link with your networks to encourage participation via QR code pictured here
- <https://www.surveymonkey.com/r/NCTOWERS2022> or via NC TOWERS webpage on Commerce website



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Stakeholder Engagement – Preliminary Survey Results

- As of 10/18/22, 198 responses received
- Response rate 25%
- Completion rate 100% – no “dropouts”
- Top 3 stakeholder groups – 90%
 - Other – 42%
 - majority “coastal resident/homeowner/property owner”, some “citizen/taxpayer”, a few - scientist/university, OSW industry, consultants,
 - Environmental advocate – 26%
 - Local elected or appointed official – municipal, county, or tribal – 22%

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Stakeholder Engagement – Preliminary Survey Results (10/18/22)

- Top 3 counties
 - Dare – 29%
 - Brunswick – 21%
 - Carteret – 14%

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Stakeholder Engagement – Preliminary Survey Results (10/18/22)

- Key findings
 - 62% of respondents report they have “some knowledge” on the topic of offshore wind, and 27% say they are “highly knowledgeable”
 - 54% report members of their community have “minimal knowledge” on offshore wind, and 43% report community members are “somewhat knowledgeable”
 - 40% report they are “not sure” about the level of support among members of their community for the responsible development of offshore wind, 21% say community members “somewhat oppose”, and 18% say community members “somewhat support”

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Stakeholder Engagement – Preliminary Survey Results (10/18/22)

- Key findings
 - 68% of respondents say they are very interested in learning more about offshore wind energy in NC, 26% say they are somewhat interested
 - 75% of respondents say they would like to attend an offshore wind discussion in their community
 - 75% of respondents say they would like to subscribe to a monthly newsletter about the ongoing work of the NC TOWERS taskforce and offshore wind activities in North Carolina

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Stakeholder Engagement – Preliminary Survey Results (10/18/22)

- Demographics – racial/ethnic identification
 - 90% white
 - 6% American Indian/Alaska Native
 - 4% Black/African American
 - 3% Hispanic/Latinx
- Demographics – age/generation
 - 61% Baby Boomers (born before 1966)
 - 26% Gen X (born between 1966 and 1980)
 - 11% Millennials (born between 1981 and 1996)

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Stakeholder Engagement – Listening Sessions/Roundtables

- Conducted first pilot small group, roundtable discussion Aug. 3 at ECSU (see summary with questions and concerns from participants)
- Key learnings from pilot
 - Need to provide OSW 101 for future roundtables
 - Reserve majority of time on agenda for questions/discussion from attendees
 - Hold after regular business hours to allow teachers, fisherfolk to attend
- Next roundtable scheduled for Nov. 15, 5-6:30 p.m. in Morehead City, CCC
 - Key learnings from pilot incorporated into plans
 - Please share stakeholders contacts we should invite
- Third roundtable planned for Wilmington – timing TBD
- Potential for collaboration with other subcommittees on stakeholder-specific roundtables

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Key Needs from Taskforce Members:

- Share stakeholder survey link with your networks to encourage participation
- <https://www.surveymonkey.com/r/NCTOWERS2022> or via NC TOWERS webpage on Commerce website.
Survey closes Monday, Nov. 7, 5 p.m.
- Share stakeholder contacts for Nov. 15 roundtable in Morehead City
- Share any existing OSW fact sheets currently using
- Suggest roundtable locations – including venues
- Recommend conferences and roundtables held by others where our participation might be beneficial

