

RePower

Humboldt



Humboldt RESCO Task 8: Outreach Plan March 2013



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RePower Humboldt Community Outreach Plan

Purpose:

This plan is meant to serve as a guide for community outreach and education that will engage the community and secure broad support for development of Humboldt County as a Renewable Energy Secure Community. Broad public support, participation and commitment is essential to successful implementation of the Strategic Plan and was identified as a key part of the long-term strategy for achieving the RePower Humboldt vision (LTS1). This plan outlines two main strategies that will engage key stakeholders in the community as well as the broader public.

1. Secure the support of local municipalities, agencies and community organizations.

The RePower Humboldt planning team is in the position to help facilitate coordination and mechanisms for efficient inter-organizational action and encourage proactive planning at the local level.

- a. Present the RePower Humboldt vision and Strategic Plan to local municipalities, agencies and community organizations.

Groups to engage include:

- City and county governments
- Local Native American Tribes
- Humboldt Bay Municipal Water District
- Humboldt Bay Harbor, Recreation and Conservation District
- North Coast Unified Air Quality Management District
- Redwood Region Economic Development Commission
- Humboldt County Farm Bureau
- Humboldt Waste Management Authority
- Northcoast Environmental Center

- b. Draft a resolution or letter of support that organizations may adopt and work to secure their endorsements or other expression of support.

- c. Assist in identifying specific actions they can take to support the Strategic Plan objectives. Chapter 2 of the California Energy Commission's *Energy Aware Facility Siting and Permitting Guide*, "Local Government Involvement in Planning for and Permitting of Energy Infrastructure" is a pertinent resource for guiding the involvement of regional governments and regulatory agencies¹.

¹ Phinney, D. Env., Suzanne, Emily Capello, Patricia Cole (Aspen Environmental Group). 2011. *Energy Aware Facility Siting and Permitting Guide*. California Energy Commission. Publication number: CEC-600-2010-007.

2. On-going education and outreach efforts

Implementing a RePower Humboldt education and outreach program was identified as a near-term action item to pursue once endorsements from key constituencies have been secured (IM2). The program will include a coordinated education and outreach campaign that communicates the findings and recommendations of the RePower Humboldt Strategic Plan, solicits public input, works to build consensus for the plan and mobilizes public action on the implementation strategies.

- a. Develop an online presence through the Redwood Coast Energy Authority webpage that includes:
 - Media section with links to the videos and radio spots
 - Online community bulletin board for facilitating dialogue about specific issues
 - A consumer action guide
 - Frequently Asked Questions
 - Other information resources
 - Highlight case studies as they are developed
- b. Research case studies that showcase local commercial and residential renewable energy projects that are in process or completed.
 - Write-up small articles that might include technological specifications, testimonials and photos.
 - Highlight case studies on the webpage, in presentations and possibly tours during quarterly events.
- c. Form Working Groups / Volunteer Task Force that will:
 - Identify real opportunities and build alliances to pursue projects.
 - Identify areas needing further research and compile the information.
 - Assist with public outreach and education efforts.
 - Consider organizing design “charette” events where community members can brainstorm about particular topics and develop ideas for local projects and activities.
 - Consider forming a group to develop and advocate for the adoption of policies and standards for siting, operating and retiring energy facilities. This should include designation of geographic areas that are suitable and unsuitable for energy facilities and could include designation of renewable energy zones. This process would involve substantial outreach and public involvement.

- d. Highlight a single sub-topic per quarter.
- Focus the media campaign on the sub-topic during that quarter.
 - Coordinate with Working Groups and other supporting agencies and organizations on focused events that might include tours, workshops and panels. Aspects of each sub-topic that might be explored include technological advances, environmental quality, project opportunities and economic development opportunities.

Sample Timeline:

Spring 2013: Transportation and Fuel Switching

Summer 2013: Biomass

Fall 2013: Solar

Winter 2013: Wind

Spring 2014: Wave

Summer 2014: Small Hydro

Fall 2014: Ownership, Purchasing and Financing Options

Winter 2014: Transmission and Distribution Upgrades