

DOE OFFICE OF INDIAN ENERGY

Creating Consensus for Tribal Clean Energy Projects

Rachel Sullivan, National Renewable Energy Laboratory

BIA Providers Conference

Dec. 3, 2015

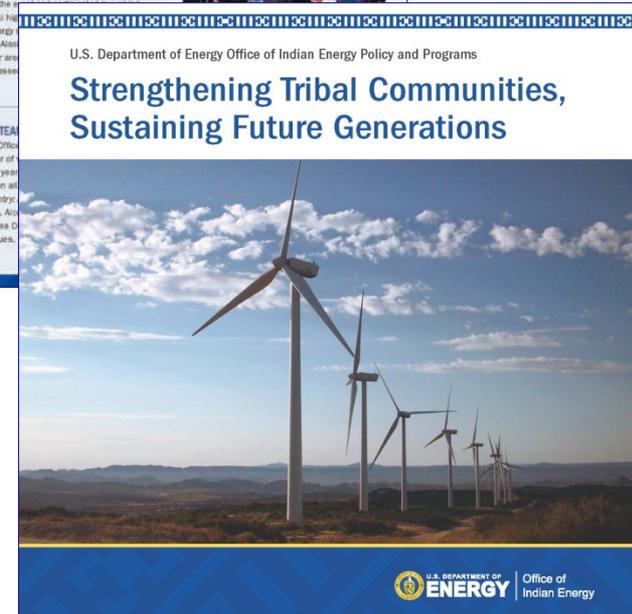
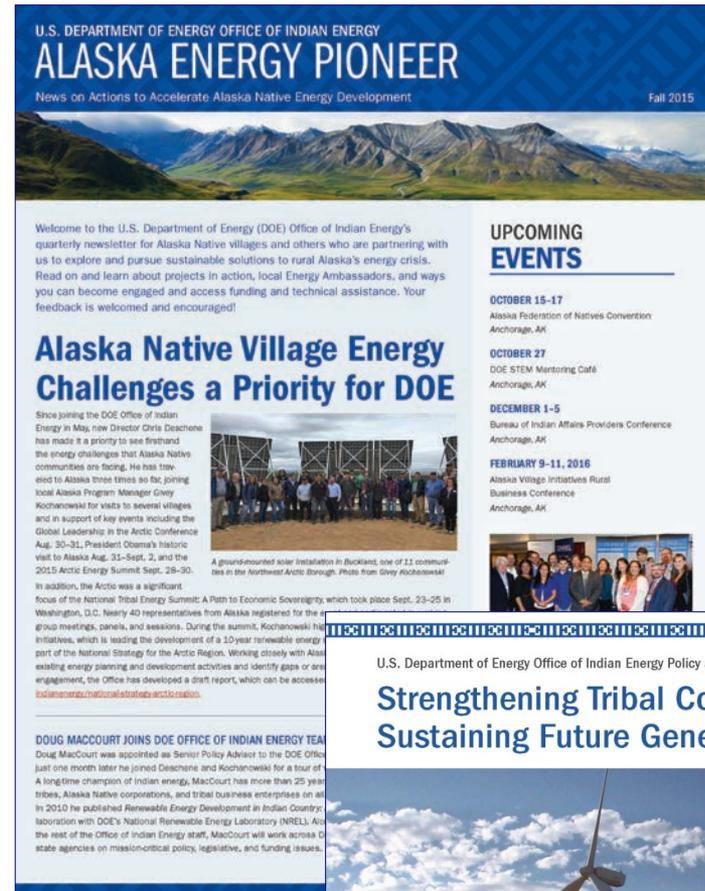


U.S. DEPARTMENT OF
ENERGY

Office of
Indian Energy

About Me

- Senior Project Leader in the National Renewable Energy Laboratory's (NREL's) Communications & Public Affairs Office
- 15 years of communications experience
- NREL communications lead for the DOE Office of Indian Energy since 2011



How New Ideas Reach a Tipping Point

Crisis or need



Innovation



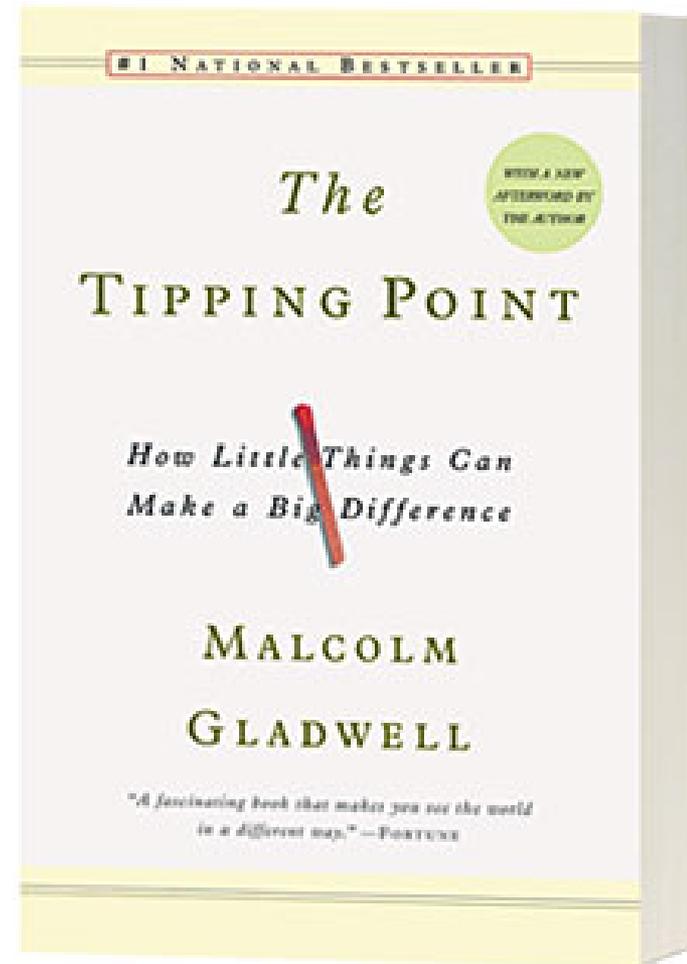
Critical mass



*In every crisis
lies the seed
of opportunity*

“Agents of Change”

- The Law of the Few
 - Connectors
 - Mavens
 - Salespeople
- Stickiness Factor
- Power of Context



Why Outreach Matters

Communications...

- Is a powerful tool that can help pave the way toward meeting goals
- Should be an integral part of any project plan
- Helps break down barriers and secure community buy-in



Importance of Developing a Plan

A stakeholder education and engagement plan can help you...

- Assess the **current communications** situation
- Define **key audiences** and identify project champions
- Identify and address **barriers**
- Build **awareness and support** and get community buy-in

**Success doesn't
just happen.
It's planned for.**

—Anonymous

Hawaii: 70% Clean Energy by 2030



The poster features a large wind turbine in the center against a blue sky. The text 'Hawai'i Powered' and 'Hawai'i Clean Energy Initiative' is at the top left. The main title 'Hawai'i Clean Energy Initiative' is in large, bold letters. Below it is the slogan 'Energy independence ... it's up to us.' A box on the right contains the 'HAWAII'S CLEAN ENERGY EQUATION': 'Conserve' (Use what we need efficiently) + 'Convert' (Harness what we have wisely) = 70% Hawai'i Powered clean energy by 2030. At the bottom, four panels show 'The LAND ...', 'The SEA ...', 'The WIND ...', and 'The SUN ...'. The website 'www.hawaii-cleanenergyinitiative.org' is at the bottom center. Logos for the U.S. Department of Energy and the State of Hawaii are at the bottom left, and a mission statement is at the bottom right.

Hawai'i Powered
Hawai'i Clean Energy Initiative

Hawai'i Clean Energy Initiative

Energy independence ... it's up to us.

HAWAII'S CLEAN ENERGY EQUATION

Conserve Use what we need efficiently
+ Convert Harness what we have wisely
= 70% Hawai'i Powered clean energy by 2030

The LAND ... The SEA ... The WIND ... The SUN ...

www.hawaii-cleanenergyinitiative.org

U.S. DEPARTMENT OF ENERGY | STATE OF HAWAII

Working with the people of Hawai'i for energy independence through energy efficiency and renewable energy

Hawaii is on track to meet its original goal ...
In May 2015, the state legislature adopted
a renewable portfolio standard of 100% by 2045!

USVI: Reduce Fossil Fuel 60% by 2025



USVI Makes Headway Toward Goal to Reduce Fossil Fuel **60%** by **2025**

Oil prices spike to over **\$145/barrel** and price of electricity exceeds **\$0.50/kWh** in U.S. Virgin Islands (USVI)

Act 7075 establishes net metering and calls for 30% peak power from renewables by 2025

In 3rd most active hurricane season on record, **Earl** hits USVI

USVI announces goal to reduce fossil fuel use **60%** by **2025**

First utility-scale solar project

WAPA begins developing **Venergize Services Network** to assist customers in implementing energy efficiency

WAPA signs agreement to move from diesel to **propane**, lowering fuel costs by an estimated **30%** and greenhouse gas emissions by **15%**

Utility Diesel Usage (million barrels of oil per year)



Energy Development in Island Nations (EDIN) partnership is launched



EDIN-USVI project is launched



USVI signs memorandum of understanding with U.S. Departments of Energy and the Interior to reduce fossil fuel use



Venergize partnership launched to advance the 60x25 goal



WAPA reduces fossil fuel use by improving efficiency of water and power production



Streamlined interconnection and net-metering processes lead to nearly **10 MW** of new, distributed solar and wind

2014

USVI provides leadership to Carbon War Room's 10 Island Challenge



The Outreach Challenge

- Get the community on board
 - Support for the overall goal
 - Support for projects
 - Participation in projects
- Communicate goals with:
 - A unified voice
 - Clear, consistent messaging
 - A compelling call to action



Laying the Foundation

First steps to building a stakeholder education and engagement plan:

- Schedule a planning session
- Get the right people in the room
- Assign a facilitator



Blue Lake Rancheria Strategic Communications Workshop, Nov. 19, 2015. Photo by Bill Gillies, NREL

Building the Plan

- Define key audiences
 - Who?
 - Why?
 - What?
- Identify key elements of the “about” statement
 - Essence of the project
 - Goals
- Develop the “so what” message
 - Needs
 - Solution
 - Benefits

Executing the Plan

- Form a working group
- Identify champions
- Meet regularly
- Map out strategies/tactics
- Establish a timeline; assign tasks
- Track metrics
- Communicate successes

“Ultimately, we can gain all the information and technical assistance and even the funding needed with the greatest amount of effort, but if we don’t have enough momentum and tenacity to stay the course, the mission will be futile.”

—Retha Herne, Executive Director, Akwesasne Housing Authority

Island Communications Plan: USVI

Goals

- Gain community buy-in and support for the 60% by 2025 goal
- Develop a brand, campaign theme, and messages that resonate with community
- Develop a diverse set of outreach tools/products
- Raise awareness
- Build and nurture partnerships with local clean energy champions
- Support the development of a grassroots movement

Tactics

- Brand identity package
- Strategy and messaging decks
- *Vlenergize* campaign jingle
- Community events
- Exhibit and posters
- EE tips postcard
- Quarterly newsletter
- Road Map brochure
- Technical reports
- Case studies. Fact sheets
- Website, blog
- Facebook



Oneida Communications Plan Snapshot

COMMUNICATIONS GOALS

Goal 1: Educate and inform key audiences about the solar project.

Goal 2: Instill a sense of community pride and ownership in the solar project.

Goal 3: Inspire key audiences to embrace the tribe's broader energy vision and goals to generate support for future investments.

INTERNAL AUDIENCES

OTHER AUDIENCES

Tribal leadership and staff

Concerned citizens/Oneida advocates

Tribal Elders

Tribal youth

Federal partners

Utility – Wisconsin Public Service

Hunters and sportsmen

Environ. groups

Midwest Tribal Energy Resource Association

GOAL 1 STRATEGIES

Create opportunities for audiences to learn about the project and solar technology.

Communicate project benefits to key audiences where they work and live.

Alleviate concerns about perceived project risks.

GOAL 2 STRATEGIES

Create opportunities for engagement.

Get key audiences actively involved in the project.

GOAL 3 STRATEGY

Share project successes.

GOAL 1 TACTICS

- Post DOE “Energy 101” video and solar basics curriculum to website and Facebook.
- Include solar technology factoids on a regular basis in the tribal and school newspapers.
- Hold a town-hall meeting to introduce the project; invite the developer to explain the project and solar technology to attendees.
- Host a community energy fair.

GOAL 2 TACTICS

- Host a solar project groundbreaking at the Turtle School.
- Organize a poster contest to encourage creativity and involvement in the project.
- Engage graphics design department and/or journalism departments in developing a logo and outreach campaign for the project.

GOAL 3 TACTICS

- Track solar generation and cost savings and communicate results widely (e.g., create results posters and display them in tribal buildings with solar arrays).
- Write and distribute success story articles/blogs/videos through various community outreach vehicles (e.g., “This Week in Oneida” video project).
- Host 1-year anniversary party to celebrate achievements.

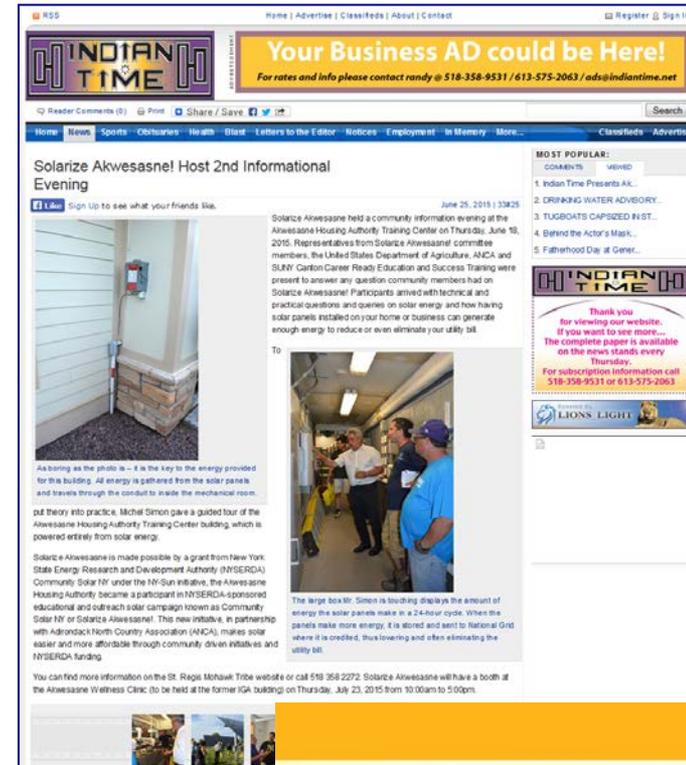


What Makes Outreach Efforts Effective?

- The right people are involved
- Effort is guided by transparency, accuracy, and openness
- Solution meets a perceived need; messaging communicates tangible benefits
- Campaign feels grassroots and local
- Messages are clear, consistent, and compelling
- Messages reach key audiences where they work and live
- Messages break down resistance and barriers
- Successes are communicated early and often

Tribal Communications Plan: St. Regis Mohawk

- Tribe is part of NY solar initiative
- Tribe launched campaign to make solar more accessible, affordable for community members
- Solarize Akwesasne! campaign tactics:
 - Tagline and logo
 - Community reception
 - Solar fair and walking tour
 - Akwesasne's Wellness Day
 - Outreach via website, tribal newspaper
 - Social media presence



DOE Office of Indian Energy's Call to Action

- Apply for technical assistance (TA):
energy.gov/indianenergy/technical-assistance
- Consider including stakeholder education and engagement in your TA request
- Share your success stories with us!

Gwitchyaa Zhee Gwich'in Tribal Government Counteracts High Energy Costs, Climate Challenges with Building Energy Retrofits

October 7, 2015 - 8:00pm





RELATED ARTICLES

- Energy Department Invests More Than \$7 Million to Deploy Tribal Clean Energy
- Energy Department Invests Over \$7 Million to Deploy Tribal Clean Energy Projects
- Energy Department Invests Over \$7 Million to Deploy Tribal Clean Energy Projects

**Kendra Palmer**
Editor and Project Manager with the National Renewable Energy Laboratory's Communications & Public Affairs Office

INTRO/BACKGROUND

The Gwitchyaa Zhee Gwich'in (meaning "House on the Flats") Tribe is located in Fort Yukon, Alaska, roughly 145 miles northeast of Fairbanks. Formerly the Native Village of Fort Yukon, the Gwitchyaa Zhee Gwich'in Tribal Government (GZGTG) was established in 1999 under the Indian Reorganization Act. There are no roads connecting this remote community to the rest of Alaska; the best way to get there is by air or, in the summer months, by barge. GZGTG's strategic goals include promoting economic and social development and empowering tribal members to be self-sufficient and sustainable.

CHALLENGE

The Fort Yukon community faces some of the highest energy costs in the nation. A gallon of diesel there can run \$6.50 or more. The area also experiences drastic temperature swings (65°F to 90°F is fairly common). Seeking to reduce its reliance on imported diesel fuel and to lower operating costs, increase quality of life, and serve as a model of self-sufficiency for local youth and surrounding communities, GZGTG applied for and was awarded a \$125,000 grant from the U.S. Department of Energy (DOE) Tribal Energy Program to supplement the tribe's investment in a quarter-million-dollar energy efficiency and renewable energy project.

SOLUTION

Focused on maximizing the return on these investments, GZGTG employed simple, cost-effective retrofits—performed by local labor with existing skill sets—to the GZGTG office