

Creating an Effective Wind Working Group

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RESOLVE ★
30 Years of Results Through Consensus

Background: Ohio Wind

- Wind development in early stages, but growing with new aggressive policies and initiatives
 - Existing: 7.2 MW
 - Planned: 350 MW and growing



Background: Ohio Wind

- August 2007: \$5 million in grants for development of utility-scale wind energy projects
- May 2008: Ohio became 26th state to enact RPS
- June 2008: HB 562 signed, requiring all wind energy projects ≥ 5 MW to be regulated by State



OWWG Background

- 2003: 19 organizations began educational/policy process to guide development of statewide wind energy potential
 - Ohio Energy Office grant to Green Energy Ohio
- 2006: OWWG transferred to Ohio Department of Development/Ohio Energy Office (ODOD/OEO)
 - Funded by NREL
- Today: 50 “key stakeholders,” even larger active membership



OWWG Objectives

“The purpose of OWWG is to ensure the **responsible development and use of wind power** in Ohio. OWWG will provide an opportunity for **stakeholder collaboration**, identify **issues that impact the use of wind power**, and catalyze activities with special emphasis on **dialogue with and outreach to Ohio stakeholders.**”



OWWG Membership & Structure

Levels of stakeholder involvement:

- Steering Committee
 - Prioritize and direct OWWG activities
- Members
 - Participate on a work group
 - Contribute to outreach activity, workshop, or other products
 - Take part in consensus decision making
 - Attend a majority of quarterly meetings
- Associate Members
- Guests



OWWG Membership & Structure

Sectors represented:

- Academia
- Agriculture / Landowners
- Developers
- Electric Utilities
- Local, State, and Federal Government Agencies
- Public Interest / Environmental Organizations
- Manufacturers
- Unions



OWWG Membership & Structure

- Quarterly Meetings
 - Morning: information sharing
 - Afternoon: subgroup discussions
- Current/past subgroups
 - Environmental Action Team
 - Policy Action Team
 - Manufacturing Action Team
 - Strategic Development Action Team
 - Local Government Outreach Work Group
- Convened/Managed by ODOD
- Facilitation support from RESOLVE



Creating an Effective WWG: Challenges

Mission



Participation



Resources



WWG Challenges: Mission

- What do we want to accomplish?
- What can we (realistically) do together?
- Considerations:
 - SWOT (Strengths, Weaknesses, Opportunities, Threats/Trends)
 - State's regulatory, political, socioeconomic, environmental context
 - Resources (time and funding)
 - Stakeholder interests and relationships
 - Focus on activities/issues that benefit from collaboration / for which a collaborative voice matters



WWG Challenges: Mission

Examples:

- Outreach and education (to the public, local and state decision-makers, private sector, etc.)
- Research and assessment (wind resources, environmental impacts, etc.)
- Economic development (manufacturing, workforce development, etc.)
- Policy discussion/development



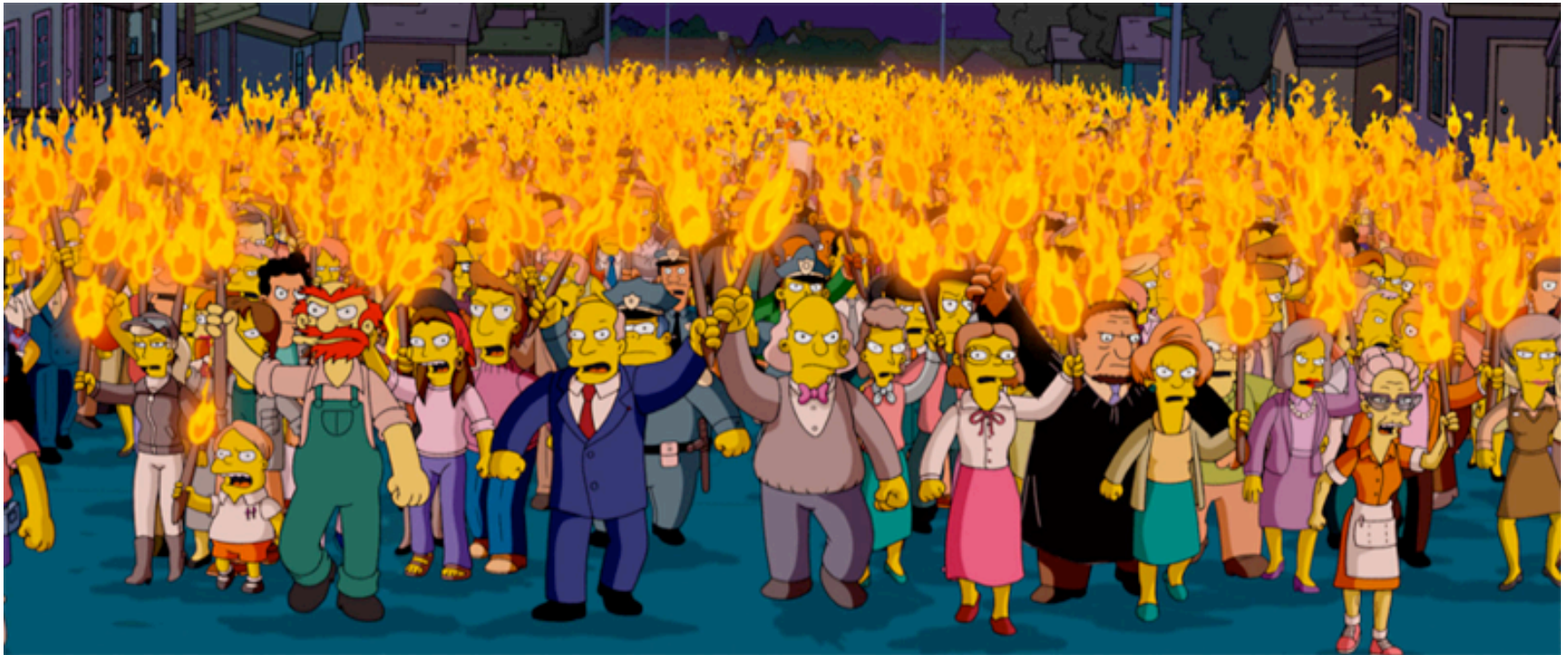
WWG Challenges: Participation

Too little participation . . .



WWG Challenges: Participation

. . . or too much?



WWG Challenges: Participation

When lacking participation, ask

- **Who cares?**
- **What's in it for me (them)?**
- **What's going on?**
- **What have you done?**



WWG Challenges: Participation

Who cares?

- Consider all potential stakeholders (mapping/assessment)
- Encourage diverse participation
- Get advice! Ask what they would like to work on, how they'd like to be involved, and who else should join.

What's in it for me?

- Consider the “payback”
- Assess and incorporate participant interests in agendas, activities, and products



WWG Challenges: Participation

What's going on?

- Strive for consistent activity and communications
 - Monthly calls, quarterly meetings, etc.
 - Website, newsletter, listserv, webinar
 - Again, ask! Get input about the best way to reach different audiences

What have you done?

- Set goals and show results
 - Establish work plan (based on mission)
 - Assign subgroups, leads
 - Brag!



WWG Challenges: Participation

When dealing with different perspectives,

- **be clear on mission;**
- **establish ground rules;**
- **be respectful; and**
- **get help.**



WWG Challenges: Participation

Be clear on mission.

- Share and get agreement on the mission, objectives, and priorities of the group
- Stick to it

Establish ground rules, roles, responsibilities.

- How will participants work together?
- Who sets the agenda and makes decisions?



WWG Challenges: Participation

Be respectful.

- Make room for and acknowledge disagreement
- Identify options
- Share information
- Enforce ground rules and stay on agenda

Get help.

- Look to WWGs or other groups for information and advice (WPA, RWEI, AWEA, NWCC)
- Consider facilitation



WWG Challenges: Resources

Dealing with a lack of

- Time
- Energy
- Information
- Funding

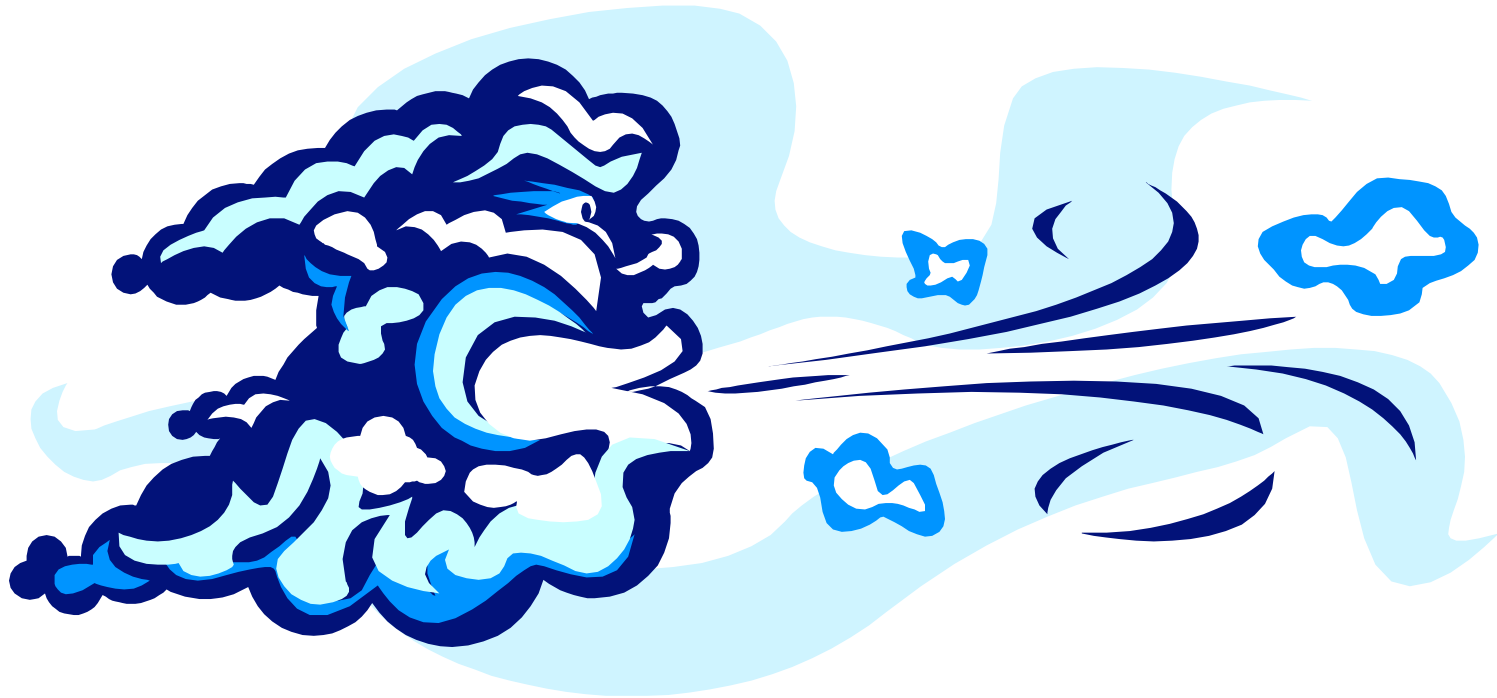


WWG Challenges: Resources

- Share leadership
 - Form Steering Committee
 - Identify Work Group or issue-specific leads
 - Co-host events
- Establish systems/routine
 - Consistent activities / established format vs. ad hoc work
- Show results
 - Make your case for resources: document progress for decision-makers
- Get an intern (or consultant)
- Seek sponsorship as appropriate
- When in doubt, call Larry



Questions?



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